Final Report

TOBACCO RETAILERS SURVEY ON TOBACCO SALES TO MINORS LEGISLATION

Prepared for:

Health Canada
Office of Tobacco Control

#1565

May 29, 1996

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Re: Tobacco Retailers Survey (#1565)

Dear Jerry,

Please find enclosed the final report for the second wave of the *Tobacco Retailers* survey regarding retailer knowledge of tobacco sales to minors legislation. The report overviews Wave 2 results, as well as analyze changes that have occurred over the past year.

This research report includes an *Introductory Section* which reviews the study background, objectives, research methodology, including a profile of the sample of retailers. In the *Detailed Analysis* section, the survey results for tobacco retailers are analyzed for each province and by type of retail establishment. The key findings are synthesized in an *Executive Summary*, which includes conclusions and recommendations for improving retailer awareness and understanding of legislation related to tobacco sales to minors.

Thank you for your valuable direction and guidance on this study. We look forward to discussing the key findings from the second wave of the study at your earliest convenience.

Kind regards,

Colleen Cooney
Senior Associate

c.c. Michael C. Saykaly - Research Director
Jeff O'Neill - Project Coordinator

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1. INTRODUCTION

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1.1 Study Background and Objectives

The federal *Tobacco Sales to Young Persons Act* (TSYPA), which came into force February 8, 1994, prohibits the sale of tobacco products in Canada to persons under the age of 18. The TSYPA defines what constitutes an offence, and provides specific details on fines, compliance, and administration.

The federal legislation is meant to reinforce, but not limit or restrict, provincial sales-to-minors legislation regarding tobacco products. Indeed, certain provinces, namely Newfoundland, Nova Scotia, New Brunswick, Prince Edward Island, Ontario, and British Columbia, have increased the legal age for the purchase of tobacco products to 19. As well, provincial legislation differs regarding signage, proof of age, retailer penalties, and selling cigarettes through vending machines. Tobacco sales to minors legislation for each province is reviewed in the Detailed Analysis section.

The Health Protection Branch of Health Canada plays an important role in protecting the health of young Canadians. Controlling the access to tobacco among young people is consistent with this role. Tighter controls on the sale of tobacco to minors, combined with effective compliance and enforcement, are important measures to reduce smoking among young people.

In the above context, the Office of Tobacco Control, Health Protection Branch of Health Canada, engaged Optima Consultants to undertake a three year tracking survey of tobacco retailers to determine changes in levels of awareness and understanding of federal and provincial legislation regarding tobacco sales to minors. The information gained from the Tobacco Retailers Survey will be useful in developing retailer information and enforcement strategies.

The present report focuses on the second phase of the three year monitoring of tobacco retailer knowledge related to the federal and provincial tobacco sales to minors legislation. The results for the second wave are presented, as well as a comparison of 1996 findings to the 1995 benchmark measures.

The specific objectives of this tobacco retailers survey can be defined as follows:

- Establish levels of awareness of existing legislation regarding tobacco sales to minors by retailers in each province and territory.
- Assess levels of knowledge of the tobacco legislation among various categories of tobacco retailers.
- Measure self-reported compliance regarding posting of appropriate signage.
- Identify retailer training policies regarding tobacco sales to minors.
- Establish the incidence of government inspection of tobacco retailers.

1.2 Methodology

The ***mail survey*** approach was seen as the most cost-effective method of reaching diverse tobacco retail outlets across the country. In order to ensure good representation by region and type of retail outlet, our approach included a regionally stratified sample of retailers, that was further stratified by category of retail outlet.

sampling method and mailing lists

To develop our sampling plan, lists of Canadian retailers were obtained from *Dun & Bradstreet* by Health Canada. Given that *Dun & Bradstreet* does not have a specific category for ***tobacco*** retailers, retailer categories assumed to sell tobacco products were selected. Fourteen categories were included in our target universe (see Appendix 4.1 for a complete listing). After reviewing the retail lists, Optima and Health Canada agreed to combine retailers into these nine retail groups:

- ***Variety Store*** which includes variety and convenience stores, and depanneurs (Quebec).
- ***Supermarket*** which includes supermarkets, grocery stores and miscellaneous food stores.
- ***General Store*** which includes department stores and general stores.
- ***Gas station*** which includes gas and service stations.
- ***Pharmacy*** which includes pharmacies and drug stores.
- ***Magazine and Tobacco,*** which includes tobacco shops, news stands, and magazine shops. In Wave 2, we excluded gift and novelty shops from this category.
- ***Bar/Restaurant*** which includes all bars, taverns, lounges, and restaurants.
- ***Hotel*** which includes hotels, motels, inns and other lodging places.
- ***Bowling and Billiards***

These retail groupings have been used to analyze the data and appear in the banners in the detailed computer tables (detached Appendix).

stratification of the sample

An 18,000 mail-out was stratified by region, province, and type of retail outlet to maximize returns for each sub-group (see Table 1 on next page). Stratification equalizes sample size for region and retail category to provide equivalent margins of error for each category and region. The results were weighted during analysis to correct for stratification. The sampling strategy is outlined below:

- The 18,000 sample was equally divided between five regions, with 3,600 retailers drawn from each region: Atlantic, Quebec, Ontario, Prairies/Territories, and British Columbia. Northwest Territories and Yukon were combined with the Prairie region as these provinces/territories all have 18 as the minimum legal age for smoking.

- In Ontario, Quebec and British Columbia, the 3,600 regional sample was then randomly distributed among the nine retail groups. In the Atlantic and Prairie regions, the samples were equally divided between each province by retail category. For example, the 3,600 Atlantic region interviews were equally divided (where possible) between Newfoundland, PEI, Nova Scotia and New Brunswick. Within each province, we then stratified the sample equally among the nine retail categories to provide an equivalent margin of error for each category.

- In retail categories which combine two or more types of retail outlets (e.g., grocery stores and miscellaneous food stores), the sample was randomly drawn in proportion to the percentage each retail group represents in that universe. For example, the 549 grocery outlets in Manitoba include 524 (95%) grocery stores and 25 (5%) miscellaneous food stores. Of the 168 retailers to be sampled, 95% (160 retailers) were randomly drawn from the 549 grocery outlets and 5% (8) were randomly drawn from the 25 miscellaneous food stores.

Table 1. Actual Mail-out

Retail Category	Total	Atlantic	Quebec	Ontario	Prairie/ NWT/YK	British Columbia
Grocery/ Food	2,924	615	507	564	550	689
Drug/ Pharmacy	1,883	429	506	*	550	398
Gas/Service Station	2,925	615	507	564	550	688
Variety/ Convenience	909	101	217	519	52	20
Department/ General Store	2,465	572	499	564	550	280
Magazine/ Tobacco	382	17	168	45	82	70
Hotel/inn/ Other lodging	2,884	544	507	564	550	689
Bar/ Restaurant	2,924	614	507	564	550	689
Bowling/ Billiards	704	63	182	216	166	77
TOTAL	**18,000**	**3,600**	**3,600**	**3,600**	**3,600**	**3,600**

* As of January 1, 1995, Ontario pharmacies are prohibited from selling tobacco products. In the first wave, no Ontario pharmacies were found to be selling tobacco. Therefore, Health Canada decided to drop Ontario pharmacies from the second wave.

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The *Dun & Bradstreet* mailing lists often did ***not*** have sufficient retailer names to meet the quota for each cell (e.g., 28 drug stores in PEI did not meet the quota of 80). In these cases, "extra" sample was allotted to cells which the client identified as "high priority" to obtain better coverage, as well as to categories which had a larger sample universe to improve representation. In addition, since the sample was low for retailers in the Northwest Territories, Yukon and PEI (except eating and drinking places) the entire sample was included in the mail-out.

survey mail-out kit

In Wave 1, a ***two-page questionnaire*** was designed by the Optima and Health Canada project team (including provincial officials). The Wave 2 questionnaire is essentially identical to Wave 1, with the exception of slight modifications which do not effect their comparability. The questionnaire was printed on Optima letterhead, as was the enclosed Optima reply mail ***return envelope*** (postage pre-paid) to reinforce that the questionnaire should be returned to Optima. An ***introductory letter*** from Health Canada was developed to explain the purpose of the study and the confidential nature of the survey. This mail-out kit was sent in a Health Canada envelope to ensure the attention of the retailer. Please refer to Appendix 4.2 for the English and French versions of the Wave 2 study instruments.

The survey questionnaire and mail-out kit underwent formal qualitative and quantitative pre-tests. For a detailed description of the pre-test phase, please refer to the Wave 1 report, entitled *Tobacco Retailer's Survey on Tobacco Sales to Minors Legislation, May 1995.*

In the actual mail-out, retailers with a bilingual population (Quebec, New Brunswick, and Ontario) were sent English and French copies of the questionnaire. As mentioned, the English and French versions of the questionnaire and protocol letter are included in Appendix 4.2.

data collection

Our mandate was to obtain a large enough sample of tobacco retailers to analyze the results for each province and by type of retail establishment in each region. Based on the benchmark survey, we assumed a minimum response rate of 20%.

The mail survey questionnaire was sent to a regionally and sectorially stratified sample of 18,000 retailers across Canada. The mail-out was conducted from January 3 to 5, 1996. Approximately six weeks were allowed for questionnaire returns, with a cut-off date of February 22, 1996. Due to a printing error, a second mail-out was sent to Newfoundland, PEI, and Saskatchewan on January 26, 1996.

Among the sample consisting of 18,000 retailers, 620 returned questionnaires were rejected for the following reasons: 101 were returned as "no longer in business", 71 sent back their questionnaire uncompleted commenting that they do not sell tobacco, 125 questionnaires were only partially completed, 120 were incomplete due to a printing error, 8 included comments only, and 195 were returned after the cut-off date. Thus, a total of 17,380 questionnaires were "retained", or 97% of the initial sample frame.

Of the ***retained sample*** (17,380 questionnaires), a total of 4,550 retailers completed and mailed their questionnaire to Optima for analysis. This represents an overall response rate of 26%. This is higher than the original maximum estimate of 20%.

Based on the initial mail-out (18,000 questionnaires), response rates differ by province. The highest returns are in Saskatchewan (40%), Manitoba (33%), PEI (31%). Nova Scotia (28%), Alberta (27%), New Brunswick (26%), Newfoundland (24%), Northwest Territories (24%), Quebec (23%), British Columbia (23%), Ontario (21%). At the low end is the Yukon Territories at 17%.

A summary of the administrative base for the mail survey is provided in Table 2 on the next page.

Table 2. Administrative Base

Initial Mail-Out Sample	**18,000**	**100%**
Retained Sample	17,380	96.6%
Excluded from Sample	620	3.4%
- No longer in business	101	0.6%
- "Do not sell tobacco" comment with an uncompleted questionnaire	71	0.4%
- Partially completed questionnaires	125	0.7%
- Comments only	8	0.1%
- Printing error returns	120	0.7%
- Received after February 22nd cut-off date	195	1.1%
Retained Sample	17,380	100%
Total Returned and Completed Questionnaires	**4,550**	**26.2%**

data processing and analysis

As mentioned, 4550 completed questionnaires were returned to Optima by the February 22, 1996 cut-off date. Completed questionnaires were edited, open-ended questions were coded (see Appendix 4.3 for code lists), and the data was transferred to computer. Data entry was validated in accordance with CAMRO standards, and edit checks were conducted by computer (frequency counts) to ensure a clean data set for analysis.

During data analysis, weighting factors were applied to correct for sample stratification and for differences in response rates for sub-groups of retailers. Using the *Dun & Bradstreet* mailing list as

the universe of retailers, a total of 109 weighting factors were used: 12 provinces/territories by 9 retailer categories (108 weighting factors) and one weight for other retailers.

The detailed computer tables (detached appendix) break out data using the following banners:

- Tobacco Retailers by Province
- Tobacco Retailers in each region by Type of Retail Outlet
- Tobacco Retailers vs. Non-Tobacco Retailers, and Independent vs. Chain Operations.
- Non-Tobacco Retailers by Province (Question 1 and Questions 9 to 13).
- Special tables to cross-tabulate Knowledge of Signage (Question 3) by Reported Signage Compliance (Question 7); Number of Signs Required (Question 5) by Reported Signage Compliance (Question 7).
- Net percentages for Self-Reported Signage Compliance (Question 7).

Due to the fact that the *Dun & Bradstreet* list is our "universe" of retailers, the population projections give Health Canada a general sense of the population sizes for each retail segment in each province or region.

1.3 Demographic Profile of the Sample

1.3.1 total retailers

Based on the total sample of 4,550 (weighted), ***six out of ten (62%) of the targeted retail outlets sell tobacco products.*** This represents a 10% increase from the Wave 1 incidence of tobacco retailers (56%).

Four in ten (40%) of the total sample is comprised of bars and restaurants, followed by grocery stores/supermarkets (20%), gas and service stations (11%), and hotels/inns/lodging places (10%). There is lower representation by department/general stores (5%), pharmacies (4%), variety/convenience stores (2%), magazine/tobacco shops (1%) and bowling alleys/billiards (1%).

Three-quarters (76%) of retailers in our sample are anglophones and one-quarter (24%) are francophones.

Retailers in Quebec (27%) and Ontario (26%) have the highest representation, followed by British Columbia (14%), and Alberta (12%). The remaining provinces comprise from 5% to less than 1% of the total weighted sample.

comparative analysis: 1996 vs. 1995

Overall, the 1996 and 1995 samples are similar, excepting these key differences:

- Lower representation of pharmacy and drug stores in 1996 compared to 1995 (4% vs. 6%). This is due to the fact that we did not include the Ontario pharmacies in 1996.

- Lower representation of magazine/tobacco shops in 1996 than in 1995 (1% vs. 5%), as the gift/novelty stores were not included in the magazine/tobacco grouping in 1996.

Table 3. Demographic Profile of Total Retailers

	1995 Survey	1996 Survey	1997 Survey
Total Sample	4,461	4,550	
	(%)	(%)	(%)
Incidence of Tobacco Retailers			
Tobacco Retailers	56	62	
Non-Tobacco Retailers	44	38	
Province			
Newfoundland	3	3	
PEI	1	1	
Nova Scotia	4	4	
New Brunswick	2	3	
Quebec	26	27	
Ontario	29	26	
Manitoba	4	4	
Saskatchewan	5	5	
Alberta	12	12	
British Columbia	14	14	
Territories	*	*	
Language of Questionnaire			
English	77	76	
French	23	24	

* Less than 1%.

Table 3. Demographic Profile of Total Retailers (Cont'd)

	1995 Survey	1996 Survey	1997 Survey
Total Sample	4,461 (%)	4,550 (%)	 (%)
Type of Retail Outlet			
Variety/Convenience	2	2	
Gas/Service Station	11	11	
Grocery/Supermarket	19	20	
Pharmacy/Drug Store	6	4*	
Magazine/Tobacco	5	1**	
Bar/Restaurant	37	40	
General/Department store	5	5	
Hotel/Inn/Lodging	10	10	
Bowling/Billiards	1	1	
Other	4	4	

* Pharmacy decreases in Wave 2 as no questionnaires were sent to Ontario.

** Magazine/tobacco decreases in Wave 2 as Gift/Novelty stores were excluded from the sample.

Table 3. Demographic Profile of Total Retailers (Cont'd)

	1995 Survey	1996 Survey	1997 Survey
Total Sample	4461 (%)	4550 (%)	
Population (with no answer*)			
Under 10,000	41	50	
10,000 to 99,999	22	28	
100,000 to 499,999	8	8	
500,000 or more	8	12	
No answer	22	2	
Population (no answer excluded)**			
Under 10,000	52	51	
10,000 to 99,999	28	29	
100,000 to 499,999	10	8	
500,000 or more	10	12	

* The high non-response rate in Wave 1 for Question 14, Population, was addressed by clarifying completion instructions in the Wave 2 questionnaire.

** To compare the results from Wave 1 and Wave 2 the no answer category was excluded, and the percentages were recalculated by spreading the no answer percentage equally among the remaining population categories. The apparent difference between Wave 1 and Wave 2 no longer exists.

1.3.2 tobacco retailers vs. non-tobacco retailers

1996 results - wave 2

Overall, the demographic profile of ***tobacco retailers*** is ***similar*** to that of ***non-tobacco*** retailers. The key differences between these two groups are summarized below (see Table 4 on the following pages):

- In Ontario, there is a slightly higher incidence of non-tobacco retailers than tobacco retailers (28% vs. 24%).

- Over half (53%) of non-tobacco retailers are bars/restaurants compared to one-third (33%) for tobacco retailers. As well, non-tobacco retailers are more likely found in the hotel/inns category compared to tobacco retailers (14% vs. 8%, respectively). Conversely, tobacco retailers are more likely to be found in the grocery/supermarket (31% sell vs. 3% do not sell) and gas/service station categories (13% sell vs. 9% do not sell). These trends are similar to those found in Wave 1.

- ***Tobacco retailers*** are far ***more*** likely to have been visited by a government inspector in the past six months compared to non-tobacco retailers (42% vs. 5%).

Table 4. Tobacco Retailers vs. Non-Tobacco Retailers

Variables	1995 Survey		1996 Survey		1997 Survey	
	Tobacco Retailers	Non-Tobacco Retailers	Tobacco Retailers	Non-Tobacco Retailers	Tobacco Retailers	Non-Tobacco Retailers
Sample	2,667 (%)	1,794 (%)	3,000 (%)	1,550 (%)	(%)	(%)
Language						
English	74	80	75	77		
French	26	20	25	23		
Province						
Newfoundland	4	2	4	3		
PEI	1	1	1	1		
Nova Scotia	4	4	4	5		
New Brunswick	3	2	3	3		
Quebec	27	24	27	26		
Ontario	26	33	24	28		
Manitoba	5	4	5	4		
Saskatchewan	5	3	5	5		
Alberta	13	10	14	8		
British Columbia	12	16	13	16		
NWT	*	*	*	*		
Yukon	*	*	*	*		

* Less than 1%.

Table 4. Tobacco Retailers vs. Non-Tobacco Retailers (Cont'd)

Variables	1995 Survey		1996 Survey		1997 Survey	
	Tobacco Retailers	Non-Tobacco Retailers	Tobacco Retailers	Non-Tobacco Retailers	Tobacco Retailers	Non-Tobacco Retailers
Sample	2,667 (%)	1,794 (%)	3,000 (%)	1,550 (%)	(%)	(%)
Type of Retail Outlet						
Variety	3	-	3	--		
Gas Station	14	7	13	9		
Grocery	29	6	31	3		
Pharmacy	4	9	4	5		
Gift/Other	4	7	1	--		
Bar/Restaurant	32	44	33	53		
General	4	6	4	7		
Hotel	7	12	8	14		
Bowling	1	1	1	1		
Other	2	8	3	7		
Independent vs. Chain Operation						
Independent	86	85	87	87		
Chain	8	9	9	9		
Other	4	3	4	4		

Table 4. Tobacco Retailers vs. Non-Tobacco Retailers (Cont'd)

Variables	1995 Survey		1996 Survey		1997 Survey	
	Tobacco Retailers	Non-Tobacco Retailers	Tobacco Retailers	Non-Tobacco Retailers	Tobacco Retailers	Non-Tobacco Retailers
Sample	2,667 (%)	1,794 (%)	3,000 (%)	1,550 (%)	(%)	(%)
Community Population Size (000)						
under 10	57	20	55	41		
10 to 99	24	18	26	32		
100 - 499	8	7	5	14		
500 plus	8	8	12	12		
No answer	3	46**	2	2		
Individual Completing Survey						
Owner	69	77	65	76		
Manager	25	18	28	18		
Other	5	5	7	6		
Visit by Enforcement Officer*						
Yes	32	7	42	5		
No	56	79	43	81		
Don't know	11	13	16	14		

* Visit by a government official/enforcement officer in past six months.

** The high non-response rate for this question is addressed in the Wave 1 report.

2. EXECUTIVE SUMMARY

2. EXECUTIVE SUMMARY

2.1 Summary of Key Findings

The key findings which flow from the mail survey among 3,000 tobacco retailers across Canada regarding awareness and knowledge of tobacco sales legislation are summarized below:

incidence of tobacco retailers

The incidence of tobacco retailers is estimated at ***62% of target retail groups*** in Canada. This represents a 10% net increase from 1995. Incidence of tobacco retailers tends to be higher in the Prairie Region (69%), followed by the Atlantic region and Quebec (62% each). Incidence is lower in Ontario (58%) and British Columbia (56%).

As well, incidence levels differ by type of retail outlet. Overall, there is a higher incidence of tobacco retailers in the following categories compared to other target retail outlets: ***magazine and tobacco shops*** (virtually all), ***variety and convenience stores*** (over nine in ten), ***supermarkets*** and ***grocery stores*** (eight to nine in ten), bars/restaurants (eight in ten), ***gas/service stations*** (seven in ten), and ***general/department stores*** (seven in ten). Differences in the incidence levels for retail groups by region are described in the comprehensive report.

legal age limits

Six ***provinces*** have increased the legal age for purchasing tobacco products to **19.** Overall, awareness of this change in legislation is relatively high (approximately nine in ten retailers in the affected provinces). While the Atlantic provinces (excepting PEI, which changed the legal age to 19 in 1995) report slight **increases** in awareness of the legal age limit, Ontario shows a slight **decrease** in 1996 compared to 1995.

In general, tobacco retailers in provinces where **18** is the legal age also have good knowledge of the age limit (88% and higher for the Prairie provinces and Quebec). While tobacco retailers in Saskatchewan have lower levels of awareness (88%), this represents an **increase** from 1995 (79%). There are also indications that awareness of the legal age limit among tobacco retailers in the Northwest Territories has improved over the past year (57% in 1995 to 79% in 1996).

The following ***retail groups*** report slightly lower awareness of legal age requirements compared to other retail groups, and may require information on legal age limits: bars/restaurants, hotels, and drug stores in the Atlantic region; variety stores, supermarkets, and hotels in Quebec; bars/restaurants and general stores in Ontario; bars/restaurants, general stores, and hotels in the Prairie region; bars/restaurants, drug stores, supermarkets and hotels in British Columbia.

proof of age

Virtually all tobacco retailers (96% average) have a good understanding of the obligation to ***ask for proof of age*** when in doubt. Tobacco retailers in Quebec (91%) , Northwest Territories and Yukon (92% each) may be slightly less well informed in this regard. Awareness of the mandatory requirement for a ***photo ID*** is quite high in Ontario (84%). The 1996 level for Ontario is similar to the one reported in 1995. In New Brunswick, a photo ID is mandatory if two pieces of identification cannot be produced. Half (51%) believe that photo ID is a requirement, which represents a significant increase from 1995 levels (33% to 51%). While British Columbia and Nova Scotia only suggest that retailers ask for a photo ID, nearly nine in ten (88%) and six in ten (63%) respectively think that photo ID is a legal requirement. For Nova Scotia this represents a net increase of 20% over the 1995 benchmark measure (43%).

legal age signage

As with legal age and proof of age requirements, nine in ten (92%) tobacco retailers overall understand that they must post signs regarding the ***legal age limit***. There are lower awareness levels in Nova Scotia, Quebec and Alberta (eight in ten, each) and Yukon (71%). Most provinces report an **increase** in awareness of legal age signage in 1996 compared to 1995.

Based on lower levels of awareness of legal age signage requirements, the following types of ***retail outlets*** may require additional information: bars/restaurants in the Atlantic region; hotels, magazine/tobacco shops, variety stores and gas stations in Quebec; bars/ restaurants and hotels in the Prairie region; bars/restaurants in British Columbia.

health warnings

Four ***provinces*** have passed legislation that requires some form of health warning signage. While this requirement seems to be understood by most tobacco retailers in New Brunswick (94%), it is less clearly understood in Ontario (62%), Newfoundland (77%) and British Columbia (82%). The high levels in New Brunswick may reflect the strict nature of health risk signage laws in this province. Since the health warning is included on the legal age sign in Newfoundland and Ontario, certain retailers may have been confused by our question asking whether retailers need to post signs for both age limits and health warnings. The 1996 Ontario level (62%) represents a **decrease** from the 1995 benchmark (73%).

number of signs

While tobacco retailers across Canada still seem to be uncertain of the ***number of signs*** they are required to post, levels of awareness of the need for at least one sign have improved from 1995 to 1996. This finding is based on a decrease in "do not know" responses across the country (levels from 52% to 15% in 1995 vs. 23% to 7% in 1996), along with an increase for one sign required (39% to 60%).

compliance with signage laws

The types of signs retailers currently post in their establishment provide a general sense of compliance with tobacco signage laws. Given the addition of signs including ID requirements, the 1995 and 1996 results cannot be compared. In provinces with ***no health warning requirements***, many tobacco retailers comply with the law by posting ***at least one sign*** on legal ***age limits*** (levels range from 97% for PEI to 79% in Yukon).

Compliance of tobacco retailers that must post signs including ***both age limit and health warnings*** (separate or combined) is extremely high in New Brunswick (96%), followed by British Columbia (75%), Newfoundland (71%), and Ontario (60%). Given that Newfoundland and Ontario include the health message on their legal age sign (one sign), we hypothesize that tobacco retailers claiming to only post a legal age sign (as long as it is not the federal sign) are also in compliance with the law. In Ontario, seven in ten (71%) also claim to have one or more signs including proof of age requirements (combined percentages for age +ID sign, and age, health risks and ID signs) .

monetary fines

Tobacco retailer knowledge of ***monetary fines*** is relatively high overall (91%). Tobacco retailers in Yukon (87%), British Columbia (85%) and New Brunswick (86%) are slightly less knowledgable about monetary fines. Overall, tobacco retailer awareness of monetary fines have remained stable or have improved over the past year. Increases in awareness are more likely in these provinces: Yukon, Saskatchewan, Quebec and British Columbia.

suspension of right to sell tobacco

Legislation to suspend the right to sell tobacco products has been introduced in six provinces. Overall, awareness levels are well below those for other requirements, ranging from a high of 86% for Nova Scotia to a low of 62% for Newfoundland. However, the 1996 levels generally represent an **increase** in awareness of suspension requirements, particularly in British Columbia, and Nova Scotia.

vending machines

Ontario has banned vending machines, and Nova Scotia prohibits selling cigarettes through vending machines. While awareness of this change is good in Ontario (72%), levels have dropped from those reported in 1995 (82%). Conversely, 1996 levels of awareness in Nova Scotia have **increased** from the 1995 benchmark (43% to 52%). One-quarter (23%) of tobacco retailers in Nova Scotia do not know if cigarettes can be sold through vending machines in bars or taverns.

Tobacco retailers in other provinces also seem to be confused about federal laws in this regard, as "do not know" mentions are relatively high across the provinces (a high of 46% for New Brunswick to 25% for British Columbia).

employee training and education

Overall, seven in ten (73%) tobacco retailers have given employees training and instruction on how to deal with tobacco sales to minors laws. Incidence of education has remained stable over the past year (1995 benchmark at 72%).

Tobacco retailers in Saskatchewan, Ontario, Nova Scotia, New Brunswick and Manitoba have made employee education a higher priority (levels in the 80% range), followed by Alberta, British Columbia, and Prince Edward Island (70% range). Retailers in Yukon, Quebec, Northwest Territories and Newfoundland have placed less importance on employee training (60% range).

The key changes in the incidence of employee training from 1995 to 1996 are found in these provinces: **increased** training in Saskatchewan (67% to 87%) and Quebec (53% to 62%), and a **slight decline** in training in Alberta (82% to 74%) and PEI (80% to 72%).

Five in ten tobacco retailers have informed employees of the ***legal age limit*** and the need to ask for ***proof of age*** (51% and 50%, respectively). Other initiatives include distributing a copy of the law or written policies (18%), instruction at a staff meeting (17%), information on fines and penalties (7%), and showing employees appropriate signage (7%).

enforcement visits

Four in ten (42%) tobacco retailers report having been visited by a government inspector or enforcement officer in the past six months. This represents a significant increase from the 1995 benchmark (32%). Tobacco retailers are far more likely to have been visited by a government official than non-tobacco retailers (42% vs. 5%). This suggests that enforcement officials are targeting the correct types of retail outlets.

Tobacco retailers in Prince Edward Island claim the highest incidence of enforcement visits (77%), followed by British Columbia (62%), Alberta (52%), Ontario (45%) and Manitoba (45%). Yukon, Nova Scotia, Quebec, and New Brunswick report somewhat lower levels of enforcement activity (high

of 34% in New Brunswick to a low of 13% in Yukon). The lower incidence of enforcement visits reported in New Brunswick (34%) may be explained, in part, by higher levels of "do not know" responses (26% vs. 15% for the total sample).

Enforcement levels have remained stable from 1995 to 1996, with the exception of **increased** enforcement in PEI, British Columbia, New Brunswick, Alberta and Quebec. Also, reported enforcement vists in Manitoba have **declined** slightly over the past year (59% to 45%).

Overall, it appears enforcement officers have concentrated their efforts on retail outlets that have a higher incidence of retailers selling tobacco (e.g., variety stores, grocery stores, gas stations, bars restaurants). However, there are some variations in the pattern of enforcement visits on a regional basis, with a ***higher*** concentration of effort on: variety stores, gas stations and magazine shops in the Atlantic region and Quebec; variety stores, gas stations and supermarkets in Ontario; gas stations, pharmacies, grocery stores in the Prairie region; variety stores, bars/restaurants, gas stations, pharmacies and hotels in British Columbia.

2.2 Conclusions and Recommendations

Based on the second wave of the three year survey among tobacco retailers regarding tobacco sales legislation, we offer the following conclusions and recommendations for your consideration:

- As in 1995, tobacco retailers in 1996 appear to be well informed of basic requirements such as legal age limits, the need to ask for proof of age, and posting legal age signage. However, we still suspect that there is some confusion surrounding **new legislation,** particularly pertaining to health risk signage, photo ID requirements, suspension of the right to sell tobacco products, and vending machine restrictions.

- Overall, the 1996 survey results suggest that tobacco retailers are **increasingly aware** of their responsibilities as tobacco retailers under the TSYPA. This hypothesis is based on general trends towards **increased** awareness of federal legal age limits, legal age signage requirements, and monetary fines in many provinces, as well as **increased** belief that components not covered under the TSYPA (health risk signage, photo ID, suspension of the right to sell tobacco) are actually required by law.

- Although tobacco retailers understand that they must post signs regarding the legal age, more information on the ***type and number of signs*** tobacco retailers are required to post would help minimize confusion. This information would be especially welcomed in provinces that have introduced health warning and ID signage requirements.

- While many tobacco retailers know that they have a responsibility to inform the public by posting signs and asking for IDs, there is more uncertainty about ***fines and penalties*** they can receive.

- As with 1995, there still seems to be uncertainty over ***vending machine requirements***. Considering that many tobacco retailers may not have a vending machine, we believe that

this type of information is of secondary importance for the general population of retailers. On a federal level, consideration could be given to targeting information to bars and restaurants. In provinces that have introduced vending machine restrictions, a broader approach may be needed.

Based on trends which have emerged over the past year, we summarize the key information areas that could be targeted in Health Canada or provincial ***communication strategies*** for each province and territory:

- ***Newfoundland:*** health warning signage, clarify the number and type of signs retailers are required to post, and suspension of the right to sell tobacco.

- ***New Brunswick:*** proof of age requirements; clarify the number and type of signs required; monetary fines.

- ***Nova Scotia:*** legal age signage requirements, formation on the type and number of signs; vending machine legislation.

- ***Prince Edward Island:*** legal age requirement; clarify the type and number of signs required.

- ***Quebec:*** posting of legal age signs, proof of age requirements, clarify number and type of signs, and monetary fines.

- ***Ontario:*** the trends towards declining awareness suggests that the effectiveness of the 1995 information campaign is eroding. Areas to target include information on the number and type of signs, photo ID requirement, and the suspension of the right to sell tobacco.

- ***Manitoba:*** type and number of signs required.

- ***Saskatchewan:*** trends towards increased awareness suggest general emphasis on the main points of the TSYPA, particularly on the legal age requirement..

- ***Alberta:*** legal age signage requirements.

- ***British Columbia:*** health warning signage, monetary fines, suspension of the right to sell tobacco products.

- ***Northwest Territories:*** Information on basic aspects of the law, particularly the type of signage that is required.

- ***Yukon:*** Information on all basic aspects of the law, particularly legal age, number and type of fines, monetary fines.

In order to make effective use of resources, it may be beneficial to target communication strategies at ***retail groups*** that have a ***higher incidence of tobacco retailers***, such as variety and convenience stores, grocery stores, supermarkets, gas stations. These types of retail outlets are also very easily accessible to young people.

Federal and provincial ***enforcement strategies*** can also be developed keeping in mind incidence of retail categories, as well as the areas that tobacco retailers require knowledge on in each province and territory.

3. DETAILED ANALYSIS

3. DETAILED ANALYSIS

NOTE TO READER

The Detailed Analysis section deals exclusively with the findings for **3,000 tobacco retailers**, which represent 62% of the 4,550 retail outlets that participated in this study.

In Section 3.1, we provide a brief **Demographic Profile** of tobacco retailers for the total sample, by province, and by type of retail outlet.

Section 3.2, **Knowledge of Tobacco Sales Legislation** includes a comparative analysis by province. Given the variations in provincial legislation, we also provide a descriptive analysis of retailer knowledge of tobacco sales to minors legislation for each **province and territory**.

The results are analyzed by **Type of Retail Outlet** in Section 3.3 for tobacco retailers by region (due to low base sizes). Broad trends will be pointed out where appropriate.

Tobacco retailer policies on **Training and Education** are reviewed in Section 3.4. As well, we summarize the key types of information requested by tobacco retailers (Section 3.4.2).

Incidence of **Enforcement Visits** is discussed in Section 3.5.

The type of **Information Requested** by tobacco retailers is reviewed in Section 3.6.

All sections include an analysis of 1996 findings, as well as a comparative analysis of key differences from 1995 to 1996. The analysis is supported by summary tables derived from the detailed computer tables. (See detached appendix).

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3.1 Demographic Profile of Tobacco Retailers

1996 results - wave 2

As mentioned, 62% of the total sample identify themselves as tobacco retailers. On a ***regional basis***, incidence of tobacco retailers is highest in Prairie region (69%), the Atlantic region and Quebec (62% each), followed by Ontario (58%) and British Columbia (56%).

Just over five in ten (55%) tobacco retailers are found in ***rural*** communities of under 10,000, and one-quarter (26%) are located in small to mid-size towns (between 10,000 and 99,999). Large urban centres of 500,000 and over (12%) and medium size cities (8% from 100,000 to under 500,000) constitute the remainder of the sample. Results are similar for the provinces, with the exception of lower representation of ***rural*** tobacco retailers in B.C. (37%) and Ontario (42%), a higher representation in the Atlantic region (65%). For cities between 10,000 and 99,000, there is higher representation in Quebec (34%) and B.C. (36%). Ontario has the highest representation of medium size cities (16% for 100,000 to 500,000). Regarding large urban centres, the Prairies region has the highest representation (20% for 500,000 and over).

comparative analysis - 1996 vs. 1995

Overall, the patterns are similar across the two waves with the exception of the following:

- The incidence of tobacco retailers in the sample has increased significantly, from 54% in 1995 to 62% in 1996. This suggests that the quality of the sample has improved.

Table 5. Summary of Tobacco Sales to Minors Legislation

Legislation	Legal Age	Proof of Age	Signage	Fines/ Suspension	Vending Machines
Federal (TSYPA*)	18	required	legal age	monetary	bar/beverage places
Additional Provincial Tobacco Sales Legislation					
Newfoundland	19	required	health message	suspension	federal
New Brunswick	19	photo ID or 2 IDs**	health warning	suspension	federal
Nova Scotia	19	required	federal	suspension	prohibited
PEI	19	required	federal	suspension	federal
Quebec	18	required	federal	federal	federal
Ontario	19	photo ID	- 2 ID signs - health warning on sign	suspension	prohibited
Manitoba	18	required	federal	federal	federal
Saskatchewan	18	required	federal	federal	federal
Alberta	18	required	federal	federal	federal
British Columbia	19	required	- health warning - legal age	suspension fines***	federal
NWT	18	required	federal	federal	federal
Yukon	18	required	federal	federal	federal

* *Tobacco Sales to Young Persons Act.*
** IDs must be government issued, with date of birth.
*** After two or more convictions.

3.2 Knowledge of Tobacco Sales Legislation

3.2.1 comparative analysis by province

As indicated in Table 5, Quebec, Manitoba, Saskatchewan, Alberta, Northwest Territories, and Yukon have not introduced provincial legislation. Other provinces have passed legislation that in most cases supersedes the federal TSYPA in terms of ***legal age limit***, ***health risk signage***, ***photo IDs***, ***signage***, ***suspension of the right to sell tobacco products***, and ***vending machines***. As a result, the findings for these areas are not relevant for the total sample of tobacco retailers, and must be analyzed by province.

For the following analysis, please refer to Table 6 at the end of this section.

legal age limit

In provinces with ***18 as the legal age*** for purchasing tobacco products, tobacco retailers in Manitoba (95%), Alberta (92%) and Quebec (92%) have the highest levels of awareness. While retailers in Saskatchewan have somewhat lower awareness (88%), this represents a significant ***increase since 1995*** (79%). There are still small proportions of tobacco retailers that feel that the legal age is 16 (range from 6% to 3%). Bearing in mind the low respondent base for the Northwest Territories (35), there are indications that awareness has improved over the past year (57% legal age 18 in 1995 vs. 79% in 1996). In 1995, almost three in ten (28%) retailers in the NWT felt that 16 was the legal age, compared to 11% in 1996.

As found in 1995, awareness of provincial legislation increasing the ***age limit to 19*** is relatively high overall (roughly nine in ten retailers). Tobacco retailers in Newfoundland (93%) and Nova Scotia (92%) have the highest scores in this regard, followed by Ontario (89%), Prince Edward Island (85%), and British Columbia (85%). In New Brunswick, awareness has improved slightly from 1995 to 1996 (79% to 84%).

proof of age

Retailers in all provinces and territories must ask for ***proof of age***, when in doubt. Based on this survey, the majority (96%) of tobacco retailers understand this law. This represents an increase from the 1995 level (92%). Levels of understanding are similar for all provinces, ranging from 91% to 100%. The principal increases in awareness of proof of age requirements in 1996 compared to 1995 are found in North Territories (92% vs. 83%), Quebec (91% vs. 84%), Saskatchewan (96% vs 85%) and Yukon (92% vs. 85%).

A ***photo ID*** is mandatory in Ontario, and is required in New Brunswick under specific circumstances (see Table 5). While awareness is high in Ontario (84%), the level is still below that of proof of age (99%). Given that New Brunswick law stipulates that a photo ID or two other pieces of identification can serve as proof of age, the split in responses (51% say "yes", 21% say "no") may signify confusion or simply the fact that retailers have a choice. In addition, one-quarter (25%) of New Brunswick retailers "do not know" if photo ID is required. In 1996, more New Brunswick retailers are likely to believe a photo ID is required compared to 1995 (51% vs. 33%).

Although a photo ID is not a requirement in the other provinces and territories (federal law only encourages use of a photo ID), substantial proportions of tobacco retailers in the provinces think that it is the law (low of 41% in Quebec to a high of 75% in Alberta). In Prince Edward Island, over two-thirds (67%) think that a photo ID is needed. This may relate to the fact that signage advises retailers to ask for photo ID and informs the public that photo ID may be required. Tobacco retailers that appear to be especially uncertain about photo ID (based on "do not know" mentions) are found in Northwest Territories (28%), New Brunswick (25%), and Manitoba (25%).

The proportion of tobacco retailers that believe a photo ID is required has increased from 1995 to 1996 in these provinces: Nova Scotia (43% vs. 63%), New Brunswick (33% vs. 51%), Quebec (30% vs. 41%), Saskatchewan (34% vs. 50%), Alberta (67% vs. 75%), Northwest Territories (28% vs. 48%), and Yukon (44% vs. 73%).

legal age signage

Just over nine out of ten (92%) tobacco retailers in Canada know that they must ***post signs regarding the legal age limit***. Knowledge is highest in Ontario and Prince Edward Island (99% each), followed by New Brunswick (97%), Newfoundland (95%), British Columbia (94%), Manitoba (92%) and Saskatchewan (91%). Tobacco retailers with a lower understanding of legal age signage requirements are found in the Yukon (71%), Nova Scotia (84%), Alberta (87%) and Quebec (87%). Most provinces report an ***increase*** in awareness of legal age signage in 1996 compared to 1995. The most impressive increases are found in Saskatchewan (81% in 1995 vs. 91% in 1996) and Northwest Territories (79% vs. 89%).

The above findings are supported by the incidence of tobacco retailers that do ***not*** believe they have to post signs (Question 5). Levels of retailers that do not believe they have to post any signs have has dropped in 1996, ranging from 10% to 1% (with the exception of Yukon at 22%) compared to 1995 results (15% to 1%).

health warnings

Newfoundland, New Brunswick, Ontario and British Columbia have introduced provincial legislation that requires health warning signage. Tobacco retailers in New Brunswick have highest levels of awareness of this signage requirement (94%), followed by British Columbia (82%), Newfoundland (77%) and Ontario (62%). Awareness of provincial health warning signage has increased over the past year in British Columbia (82% in 1996 vs. 68% in 1995), Newfoundland (77% vs. 64%), and New Brunswick (94% vs. 89%). In Ontario, awareness has dropped from benchmark levels (73% in 1995 vs. 62% in 1996).

Generally, many retailers in provinces with **no** health warning requirements think that they must post health signage (a high of 38% in PEI to a low of 8% in Northwest Territories). Note that significant numbers of tobacco retailers "do not know" if health warning signage is required (percentages range from a high of 33% for Northwest Territories to a low of 17% in Quebec and PEI).

monetary fines

In general, nine in ten tobacco retailers (91%) are aware that there are ***monetary fines*** for not complying with tobacco sales laws. Note that overall understanding of this law is slightly lower than for the proof of age requirement (96%). Tobacco retailers in the Yukon (87%), British Columbia (85%), and New Brunswick (86%) are less likely to understand that retailers can be fined compared to those in the other provinces.

Tobacco retailer awareness of monetary fines seems to have increased over the past year in the following provinces: Yukon (87% in 1996 vs. 64% in 1995), Saskatchewan (98% vs. 84%), Quebec (91% vs. 84%), and British Columbia (85% vs. 79%).

suspension of right to sell tobacco

Newfoundland, New Brunswick, Nova Scotia, Prince Edward Island, Ontario, and British Columbia have passed legislation to suspend the right of retailers to sell tobacco products (Question 4b). Nova Scotia and British Columbia have the highest levels of awareness (86% and 81%, respectively), followed by New Brunswick (79%), Ontario (76%), Prince Edward Island (68%), and Newfoundland (62%). These levels are well below levels for other tobacco sales requirements. As well, levels of "do not know" are high, ranging from 27% for Newfoundland to 6% for Nova Scotia.

The ***1996*** levels generally represent an ***increase*** in awareness from 1995 in British Columbia (81% in 1996 vs. 62% in 1995) and Nova Scotia (86% vs. 77%).

Many tobacco retailers in Alberta (82%), Northwest Territories (89%), Yukon (79%), and Manitoba (64%) believe that their right to sell tobacco can be suspended. Tobacco retailers in Quebec (39% say "yes", 34% "do not know") and Saskatchewan (48% say "yes" and 31% "do not know") seem to be confused in this regard. These findings are similar to those reported in the 1995 survey.

vending machines

Ontario has banned the use of vending machines, and Nova Scotia prohibits selling cigarettes through vending machines. While awareness of this change in the law is high in Ontario (72%), levels have dropped from 1995 (82%). In Nova Scotia, awareness has increased since 1995, from 43% to 52%. One-quarter (23%) of tobacco retailers in Nova Scotia "do not know" if tobacco can be sold in vending machines.

The federal TSYPA stipulates that cigarettes can be sold through vending machines in beverage places, such as bars or restaurants with liquor licenses. Overall, many tobacco retailers in all provinces do not know what the law requires in this regard ("do not know" mentions range from a high of 46% for New Brunswick to a low of 25% for British Columbia). The 1996 findings are similar to those reported in 1995.

Table 6. Comparative Analysis - Atlantic Region

	Newfoundland	New Brunswick	Nova Scotia	PEI
Age Limit (%)				
- 18 years	4	8	4	9
- 19 years	93	84	92	85
Proof of Age (%)				
- ID required	93	97	100	97
- Photo ID	51	51	63	67
Signage Required (%)				
- Legal age	95	97	84	99
- Health risks	77	94	29	38
Signs Currently Posted (net %)				
- Age / Age + ID	19 / 4	3 / --	31 / 32	14 / 45
- Age + Health + ID	21	54	17	26
- Age + Health risk	50	42	7	12
- Don't know / NA	6	--	13	3
Penalties (%)				
- Monetary fine	89	86	95	98
- Suspension	62	79	86	68
Vending Machines (%)				
- Allowed	9	4	8	5
- Not allowed	22	25	52	39
- In bars, etc.	24	23	15	15
- Don't know	42	46	23	40

* **Age/Age + ID**: Percentage on left is for "age limit signs" only; percentage on right is for signs with "age limit and ID requirements". **Don't know/NA:** NA stands for "no answer".

Table 6. Comparative Analysis - Quebec, Ontario, BC

	Quebec	Ontario	British Columbia
Age Limit (%)			
- 18 years	92	8	10
- 19 years	1	89	85
Proof of Age (%)			
- ID required	91	99	97
- Photo ID	41	84	88
Signage (%)			
- Legal age	87	99	94
- Health risks	35	62	82
Signs Currently Posted (net %)			
- Age / Age +ID	49 / 13	10 / 23	6 / 9
- Age + Health +ID	9	48	52
- Age + Health risk	13	12	23
- Don't know / NA	16	6	6
Penalties (%)			
- Monetary fine	91	93	85
- Suspension	39	76	81
Vending Machines (%)			
- Allowed	23	2	19
- Not allowed	21	72	21
- In bars, etc.	20	10	34
- Don't know	35	16	25

* **Age/Age + ID**: Percentage on left is for "age limit signs" only; percentage on right is for signs with "age limit and ID requirements". **Don't know/NA:** NA stands for "no answer".

Table 6. Comparative Analysis - Prairies and Territories

	Manitoba	Saskatchewan	Alberta	NWT	Yukon
Age Limit (%)					
- 18 years	95	88	92	79	68
- 19 years	1	6	1	10	21
Proof of Age (%)					
- ID required	96	96	98	92	92
- Photo ID	49	50	75	48	73
Signage (%)					
- Legal age	92	91	87	89	71
- Health risks	20	22	27	8	29
Signs Currently Posted (net %)					
- Age / Age + ID	47 / 25	51 / 28	35 / 26	52 / 23	42 / 27
- Age + Health + ID	12	11	19	7	2
- Age + Health risk	9	6	4	3	8
- Don't know / NA	7	3	16	11	21
Penalties (%)					
- Monetary fine	90	98	92	98	87
- Suspension	64	48	82	89	79
Vending Machines (%)					
- Allowed	10	16	25	11	48
- Not allowed	19	18	17	23	8
- In bars, etc.	32	30	32	27	8
- Don't know	37	34	26	40	37

* **Age/Age + ID**: Percentage on left is for "age limit signs" only; percentage on right is for signs with "age limit and ID requirements". **Don't know/NA:** NA stands for "no answer".

3.2.2 descriptive analysis by province: Newfoundland

NEWFOUNDLAND
TOBACCO SALES TO MINORS LEGISLATION

- Newfoundland passed an Act in 1994 making it illegal to sell tobacco to anyone under age 19.
- Proof of age is required.
- Federal legislation regarding signage. However, Newfoundland requires retailers to display the following health message on their legal age sign (one sign): "Tobacco is addictive and causes lung cancer, emphysema and heart disease. It is against the law to provide tobacco products to persons under 19 years of age".
- Monetary fines apply, as well as suspension of the right to sell tobacco.
- Vending machines as stipulated in federal law.

Newfoundland

Nine in ten (93%) retailers ***correctly identify 19 as the legal age*** to purchase tobacco products. The remainder (4%) either believe that 18 is the legal age or do not answer (3%). Most tobacco retailers (95%) in this province also realize that they must ***post signs*** regarding the ***legal age limit***.

Although the legal age sign includes a health warning, far fewer (77%) understand that they must post signs about the ***health risks*** of smoking. This suggests that retailers may have been confused by our question which asks if they need legal age signs and health warning signs (implies two signs); alternatively, they may not recall that the legal age sign has a health warning on it.

Regarding actual compliance with signage requirements (Question 7), two out of ten (23%) have one or more signs posted for the legal age limit; if these retailers are posting provincial signs they are in compliance with the law. Seven in ten (71%) have signs on both health risks and age limits.

The majority (93%) recognize that tobacco retailers are required to ask for proof of age. Moreover, half (51%) believe that a photo ID is required under the law.

Nine in ten Newfoundland tobacco retailers (89%) are aware of ***monetary fines*** for tobacco retailers who do not comply with the law. However, there is more uncertainty as to the nature of the penalties, as only two-thirds (62%) are aware that the retailer's ***right to sell tobacco can be suspended***. One-quarter (27%) "do not know" if their right to sell tobacco can be suspended.

Six in ten retailers (59%) know that only one sign must be posted. Equal proportions either believe that two signs are required (19%) or they "don't know" (18%).

Four in ten (42%) tobacco retailers in Newfoundland "do not know" if cigarettes can be sold through vending machines. Two in ten either think cigarettes cannot be sold through vending machines or can only be sold through vending machines in bars/restaurants (22% and 24%, respectively).

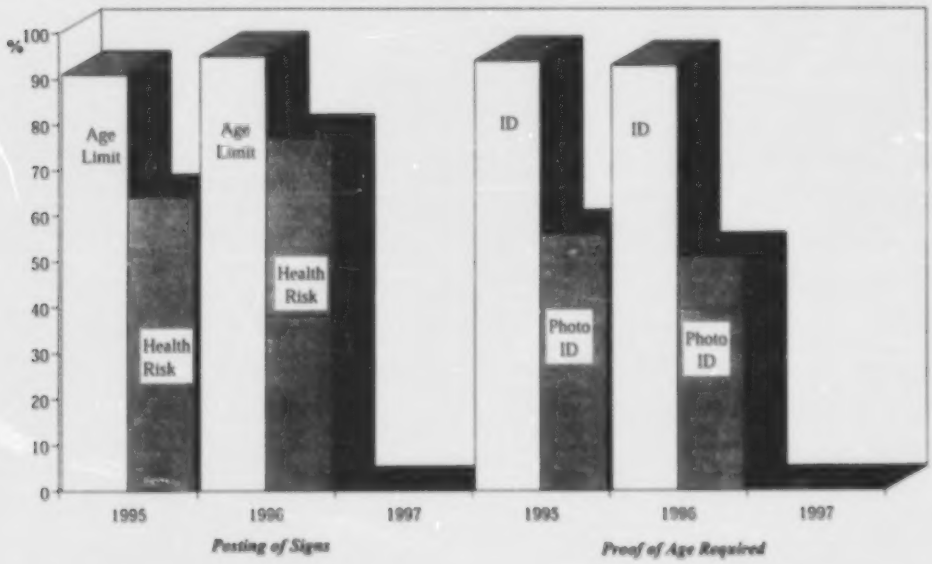
comparative analysis - 1996 vs. 1995

Comparing the 1995 benchmark results to the 1996 survey, the following key trends in awareness and knowledge of tobacco retailers in Newfoundland have occurred the past year:

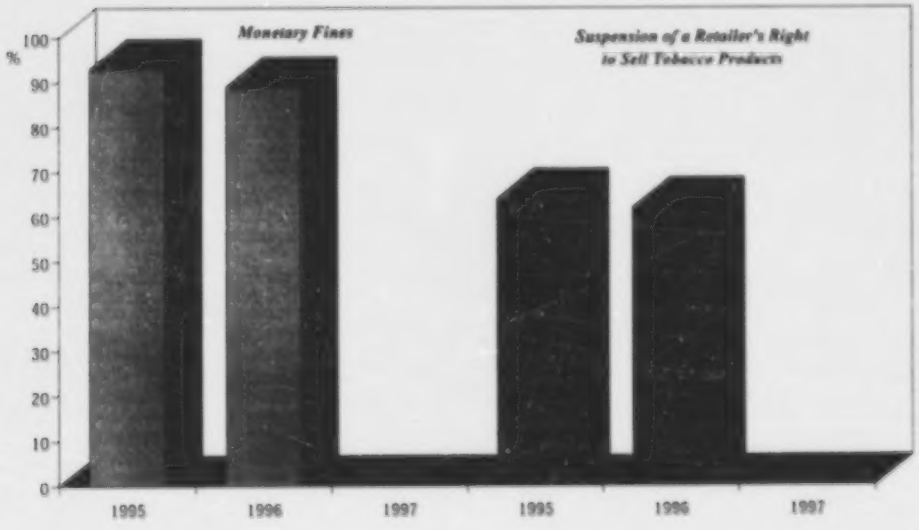
- A slight **increase** in a awareness of the ***legal age requirement of 19*** (88% vs. 93%).
- An **increase** in knowledge regarding the posting of ***health risk signage*** (64% to 77%).
- A significant **increase** in the number of retailers that believe only ***one sign*** needs to be posted (29% to 59%), with a **decrease** of those who "don't know" (31% to 18%).

NEWFOUNDLAND

% of Retailers in Province Aware of Signage and Proof of Age Requirements

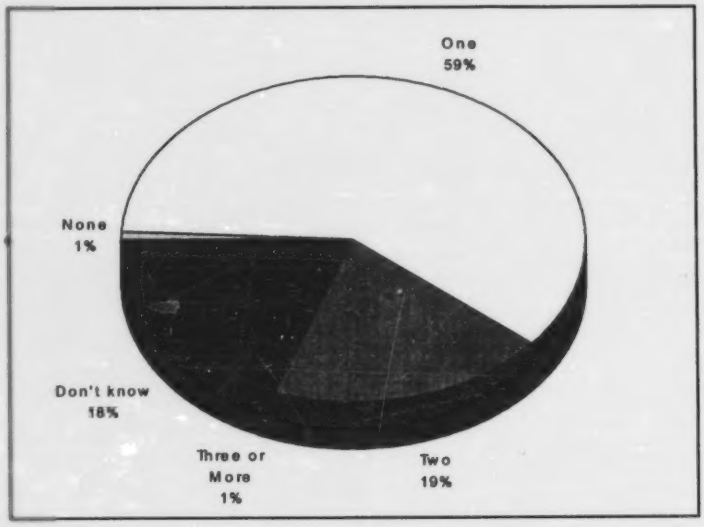


% of Retailers in Province Aware of Penalty for Non-Compliance

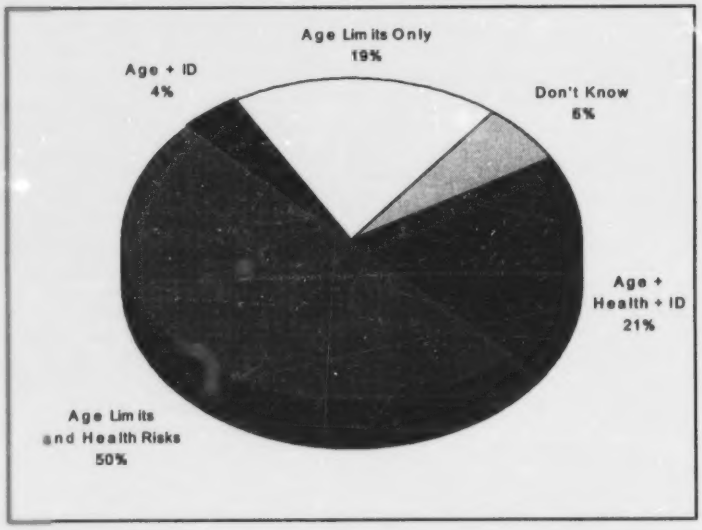


NEWFOUNDLAND - *1996*

NUMBER OF SIGNS TO POST



SIGNS CURRENTLY POSTED



3.2.2 descriptive analysis by province: New Brunswick

NEW BRUNSWICK
TOBACCO SALES TO MINORS LEGISLATION

- The provincial Tobacco Sales Act, which came into force in 1994, raised the legal age to purchase tobacco products to 19.
- Signs must be posted. Health and addiction warnings are required at point-of-sale.
- Satisfactory ID is required in case of doubt, either a single photo ID issued by government/government body that contains the date of birth, or two pieces of identification issued by government/government body where one contains the date of birth.
- Monetary fines given for offenses and suspension of right to sell tobacco.
- Vending machines as stipulated in federal legislation.

New Brunswick

In 1994, New Brunswick increased the ***legal age*** for selling tobacco to 19. Just over eight in ten (84%) tobacco retailers in this province are aware of this change, while 8% still believe that 18 is the legal age. Note that 3% believe that 16 years is the limit and 6% "don't know".

Awareness of legal ***signage*** requirements is very high, as almost all tobacco retailers understand that signs are needed for the legal age limit (97%) and health risks (94%).

There appears to be confusion over the number of signs that need to be posted. Roughly three in ten retailers either believe that one, two or three signs need to be posted (35%, 28%, 29%, respectively).

Regarding ***compliance with signage legislation***, the majority (96%) of tobacco retailers claim to have only one or ***more signs*** dealing with age limits **or** health risks. Roughly half (54%) also claim to have signs with ID requirements.

With respect to ***identification***, most tobacco retailers (97%) in New Brunswick know they must ask for proof of age, when in doubt. However, only half (51%) believe that a photo ID is required (photo ID is a mandatory if two government-issued IDs cannot be produced). One-quarter (25%) do not know if a photo ID is the law or not.

Awareness of ***monetary fines*** is good (86%), yet this level is slightly lower than in other provinces. Eight in ten (79%) believe that their right to sell tobacco can be ***suspended***; compared to other provinces with suspension requirements, this level of awareness is high.

Over four in ten (46%) tobacco retailers in New Brunswick do ***not*** know if cigarettes can be sold through ***vending machines***. Similar proportions either believe that cigarettes can be sold through vending machines in bars/restaurants (23%) or that vending machines are banned (25%).

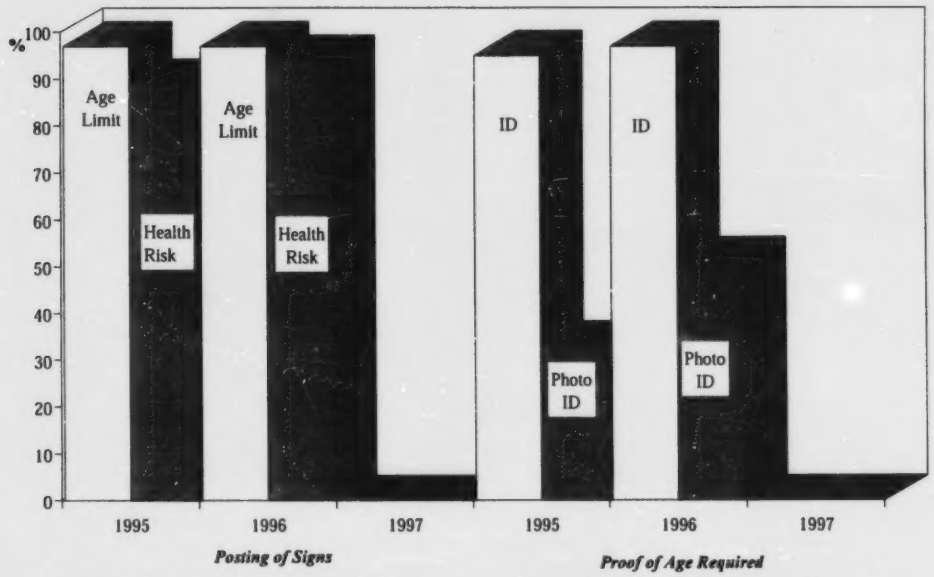
comparative analysis

The key differences in the results from 1995 to 1996 are described below:

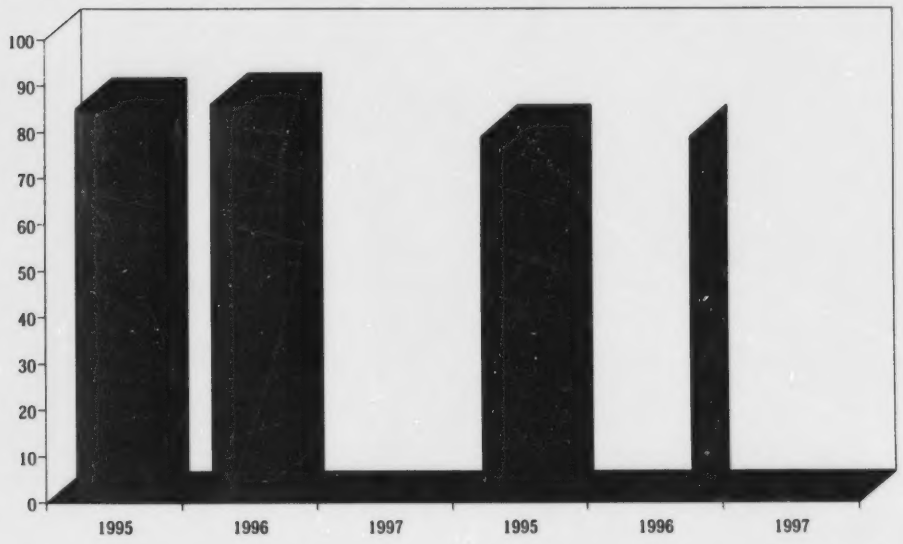
- An **increase** in awareness of the ***legal age requirement of 19*** (79% to 84%).
- An **increase** in awareness of the need to post ***health warning signs*** (89% to 94%).
- The proportion of retailers that believe ***three signs*** must be posted as **decreased** (42% to 29%), and the proportions believing that ***one or two signs*** are required have **increased** (14% to 35% for one sign; 19% to 28% for two signs).
- An **increase** regarding the need for a ***photo ID***, when in doubt (33% to 51%).

NEW BRUNSWICK

% of Retailers in Province Aware of Signage and Proof of Age Requirements

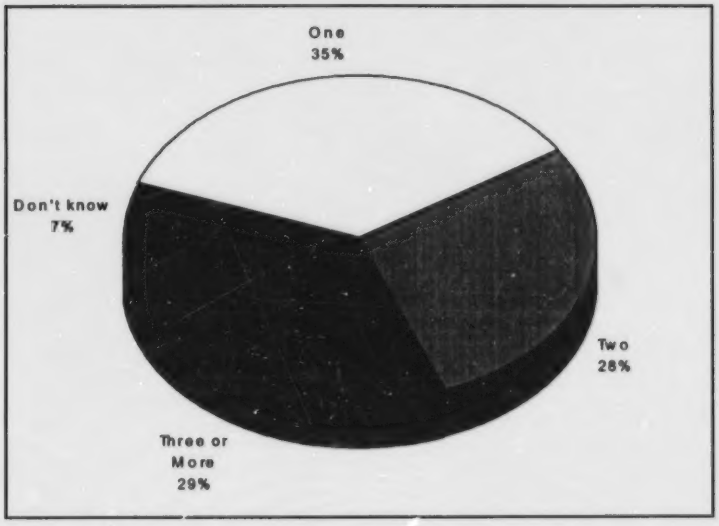


% of Retailers in Province Aware of Penalty for Non-Compliance

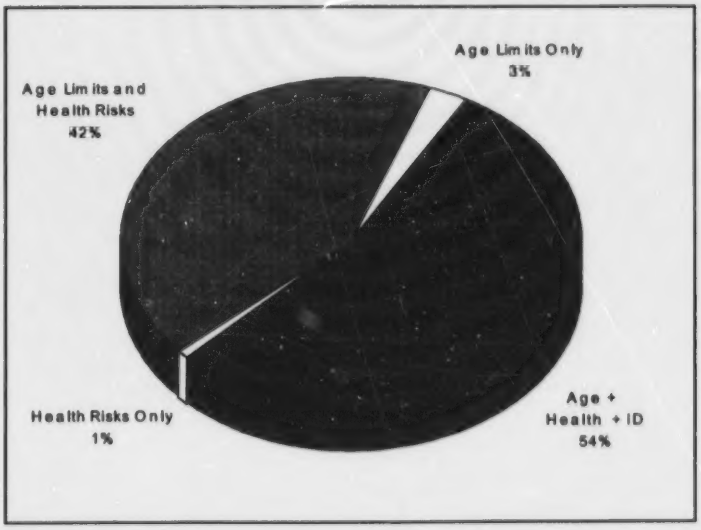


NEW BRUNSWICK - *1996*

NUMBER OF SIGNS TO POST



SIGNS CURRENTLY POSTED



3.2.2 descriptive analysis by province: Nova Scotia

NOVA SCOTIA
TOBACCO SALES TO MINORS LEGISLATION

- In 1994, the Tobacco Access Act came into effect making it illegal to sell tobacco products to anyone under the age of 19.
- Proof of age is required.
- Signs must be posted regarding the legal age limits.
- Monetary fines apply to retailers, as well as a suspension from selling tobacco.
- Prohibits selling cigarettes through vending machines.

Nova Scotia

Almost nine in ten (92%) tobacco retailers in Nova Scotia know that the ***legal age*** to purchase tobacco is 19.

Just over eight out of ten (84%) realize that they are required to ***post signs*** regarding the legal age limit. This level is somewhat lower than for the other Atlantic provinces. While Nova Scotia is considering introducing health warning signage, it is not currently a legal requirement. Three in ten (29%) believe that they must post health warning signs, almost half (47%) feel that they are not required to post health risk signs, and 18% simply "do not know".

Six in ten (60%) Nova Scotia tobacco retailers believe that they are only required to ***post one sign***. However, one-quarter (23%) "don't know" how many signs they are required to post, and 8% do **not** think they need to post any signs.

The above results support reported compliance with signage laws (Question 7). Almost nine in 10 (87%) currently have one or more signs that include age limits. Of these, similar proportions have signs for age limits only (31%), and age and ID combined (32%). Another 13% "do not know" which signs are posted.

Awareness of ***proof of age*** requirements is extremely high in Nova Scotia, at 100% for this survey wave. Note that two-thirds (63%) also believe that, when in doubt, a photo ID is required.

The majority of Nova Scotia tobacco retailers (95%) understand that ***monetary fines*** can be imposed if they do not comply with the tobacco laws. Awareness levels drop slightly to 86% for ***suspension*** of the right to sell tobacco.

Understanding of the Nova Scotia ***ban of selling cigarettes through vending machines*** tends to be fragmented. While half (52%) understand this provincial law, one-quarter (23%) "don't know", 15% believe they can be sold in bars/restaurants, and 8% feel they can be sold through vending machines.

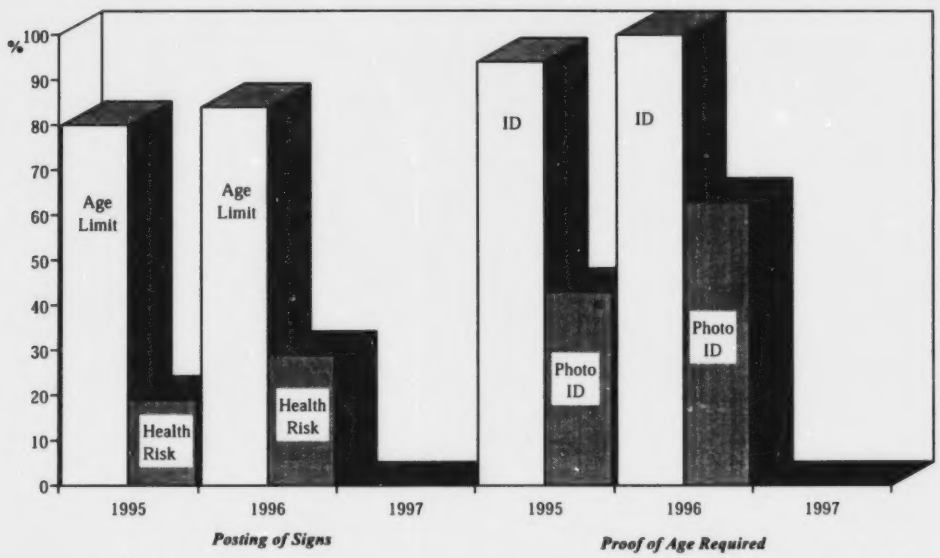
comparative analysis

Compared to the benchmark results in 1995, it appears that awareness and knowledge of tobacco sales to minors legislation among Nova Scotia tobacco retailers has improved in many areas over the past year:

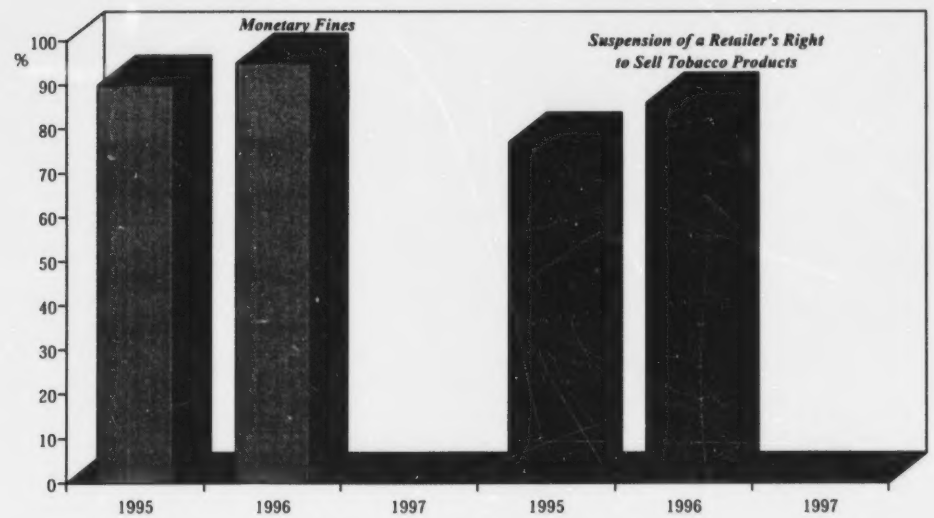
- A slight **increase** in awareness of the ***legal age requirements*** (88% to 92%).
- An **increase** in the proportion of retailers who feel that ***health warning signs*** must be posted (19% to 29%).
- A significant **increase** in the proportion of retailers who feel they are only required to post ***one sign*** (38% vs. 60%), along with a **decrease** in levels of "don't know" (44% vs. 23%).
- An **increase** in awareness of ***proof of age*** requirements (94% vs. 100%). As well, there is an **increase** in the level of retailers who believe that a ***photo ID*** is required, when in doubt (43% vs. 63%).
- Slight **increases** in awareness for both ***monetary fines*** (90% to 95%) and ***suspension*** of the right to sell tobacco (77% to 86%).
- An **increase** in understanding that tobacco ***cannot*** be sold through ***vending machines*** (43% to 52%).

NOVA SCOTIA

% of Retailers in Province Aware of Signage and Proof of Age Requirements

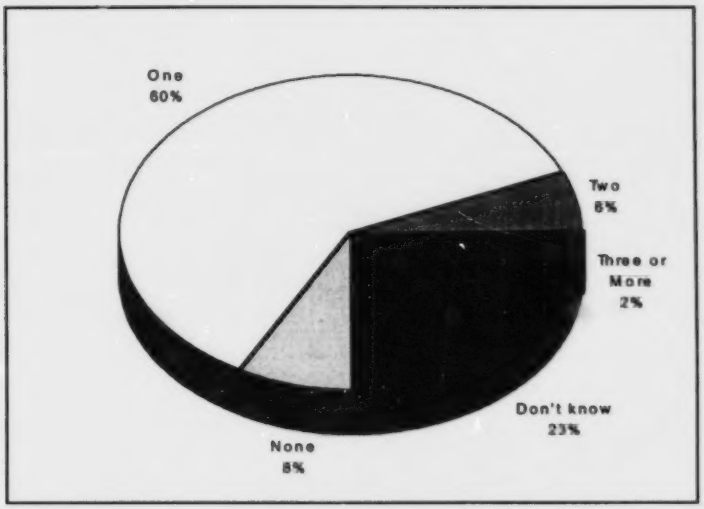


% of Retailers in Province Aware of Penalty for Non-Compliance



NOVA SCOTIA - *1996*

NUMBER OF SIGNS TO POST



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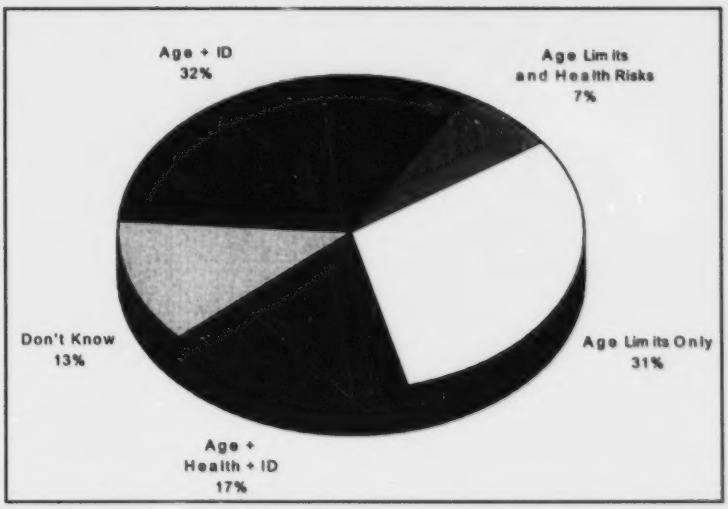


3.2.2 descriptive analysis by province: Prince Edward Island

PRINCE EDWARD ISLAND
TOBACCO SALES TO MINORS LEGISLATION

- Legal age for purchasing tobacco products is 18.
- Proof of age is required.
- Signs must be posted regarding legal age.
- Monetary fines and suspension of retailer's license to sell tobacco.
- Vending machines for the sale of tobacco limited to premises with a liquor license.

Prince Edward Island

Well over eight in ten (85%) PEI tobacco retailers are aware of the change in ***legal age*** from 18 to 19 in the summer of 1995. Note that 9% believe that the legal age is 18.

Virtually all PEI tobacco retailers (99%) know that the law requires them to post ***signs on the legal age*** limit. There appears to be some confusion regarding health risk signage, as similar proportions believe that health risk signs are required (38%) or do not believe they have to post health warnings (40%).

Regarding retailer compliance with signage laws, most (85%) of PEI tobacco retailers currently have ***one or more signs on legal age limits***. This includes almost half (45%) that claim to have an age and ID sign combined, and one quarter (26%) that have signs dealing with age, health and ID. Based on these results, many PEI retailers seem to be respecting signage laws.

Understanding ***proof of age*** requirements is very high in PEI, as almost all tobacco retailers (97%) know that they must ask for proof of age when in doubt. Two-thirds (67%) also believe that the law requires a photo ID if age is questioned, with 15% who "do not know" if a photo ID is mandatory.

Again, there is very high awareness (98%) of ***monetary fines*** for tobacco retailers who do not comply with tobacco sales laws. However, only two-thirds (68%) understand that PEI has introduced legislation to ***suspend*** the right of retailers from selling tobacco if they break the law.

Four in ten (40%) PEI tobacco retailers "don't know" if cigarettes can be sold in ***vending machines***. A similar proportion (39%) do not believe that vending machines can sell cigarettes, although it is not part of provincial legislation. A small proportion of retailers (15%) correctly understand that cigarettes can be sold in vending machines located in bars and taverns.

comparative analysis

The key trends in awareness and knowledge among PEI tobacco retailers from 1995 to 1996 are described below:

- In 1995, the ***legal age*** for selling tobacco to minors was changed from 18 to 19. The fact that most tobacco retailers (85%) are aware of this change is very encouraging.

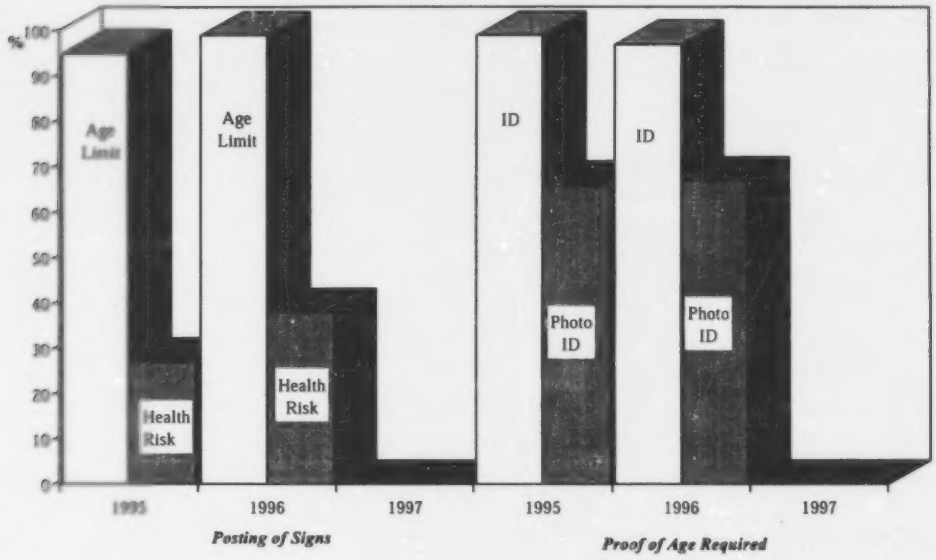
- An **increase** in the proportion who believe that ***health risk signs*** are required (27% to 38%).

- A slight **increase** in awareness of ***suspension*** of the right to sell tobacco products (62% vs. 68%).

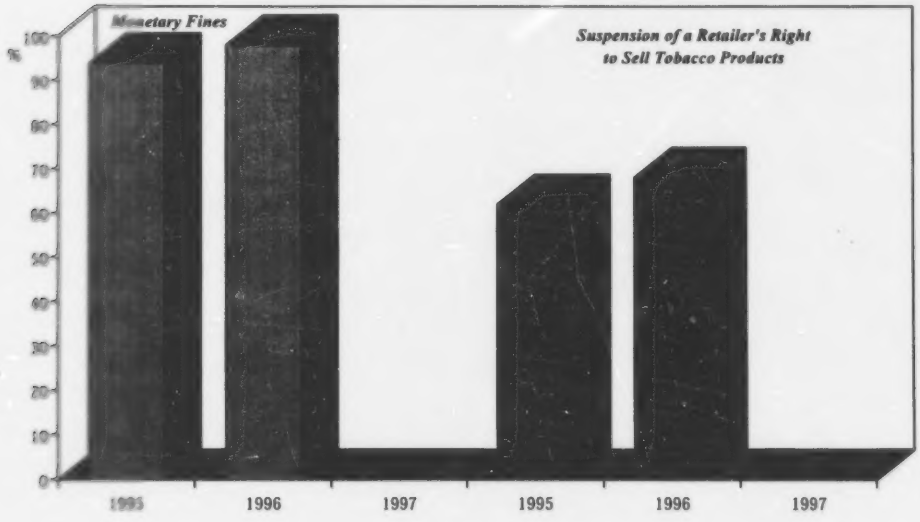
- A **decrease** in the proportion that believe that cigarettes can be sold through ***vending machines*** (22% to 5%), along with an **increase** in those who believe that cigarettes ***cannot*** be sold through vending machines (13% to 39%).

PRINCE EDWARD ISLAND

% of Retailers in Province Aware of Signage and Proof of Age Requirements

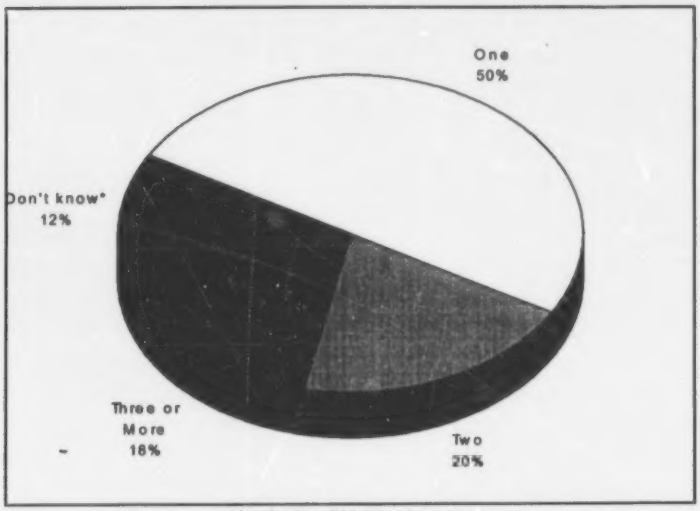


% of Retailers in Province Aware of Penalty for Non-Compliance



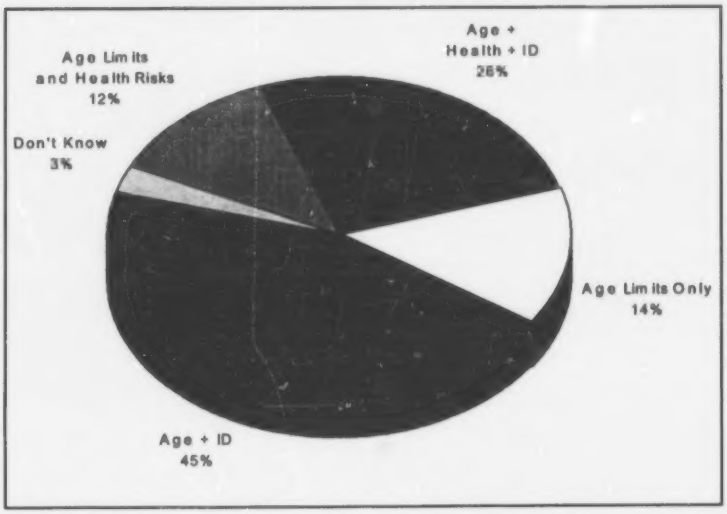
PRINCE EDWARD ISLAND - *1996*

NUMBER OF SIGNS TO POST



*Includes 2% No Answer

SIGNS CURRENTLY POSTED



3.2.2 descriptive analysis by province: Quebec

QUEBEC
TOBACCO SALES TO MINORS LEGISLATION

- Respects federal legislation, with legal age at 18.
- Proof of age required.
- Signs must be posted regarding legal age.
- Monetary fines apply.
- Vending machines as per federal legislation.

Quebec

Just over nine in ten (92%) Quebec tobacco retailers know that the ***legal age*** for the purchase of tobacco products is 18. Slightly fewer (87%) understand that tobacco retailers must post signs regarding the legal age limit. This level is somewhat lower than for the other provinces, except Nova Scotia (84%) and the Yukon (71%).

One-third (35%) of Quebec tobacco retailers believe that ***signs*** must be posted about tobacco addiction or ***health risks*** of smoking, although federal legislation does not require this signage. In addition, two-thirds (67%) understand that only one sign needs to be posted. Note that 15% "don't know" how many signs to post and 10% do not believe they have to post any.

Levels of compliance with signage laws (Question 7) reveal that over eight out of ten (84%) of Quebec tobacco retailers are posting signs for the ***legal age limit***.

Awareness of the need to ask for ***proof of age*** is at 91%. While not required under the federal TSYPA, four out of ten (41%) Quebec retailers believe a ***photo ID*** is needed. Two in ten (20%) "do not know" if photo ID is required.

Nine in ten (91%) know that **monetary fines** apply. Regarding ***suspension*** of the right to sell tobacco, roughly equal proportions believe that suspensions apply or "do not know" (39% and 34%, respectively).

Two in ten (23%) believe that cigarettes can be sold through ***vending machines***. In addition, over one-third (38%) admit that they do not understand the federal law regarding vending machines, and similar proportions think vending machines in bars/restaurants can sell cigarettes or that they are prohibited (20% and 21%, respectively).

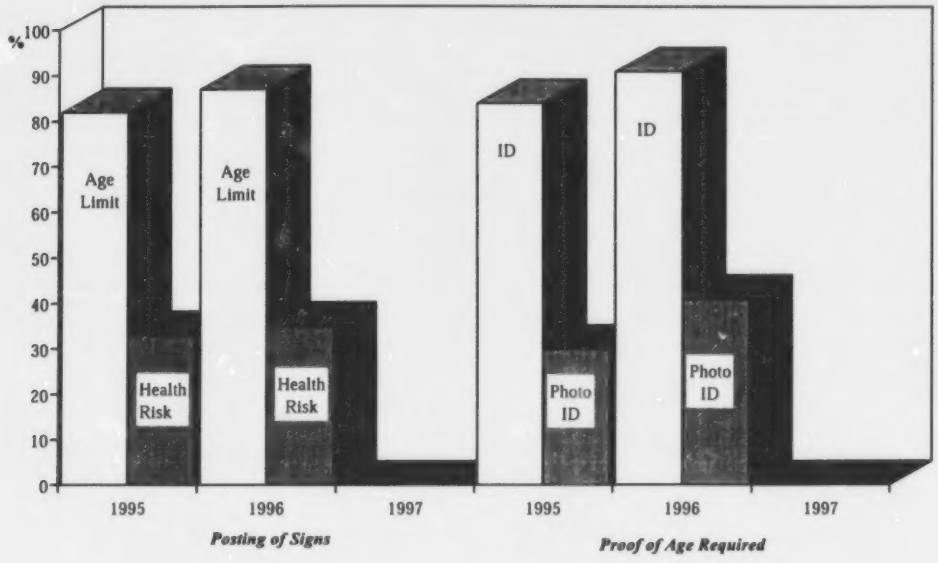
comparative analysis

Comparing 1995 and 1996 survey findings, the following trends emerge:

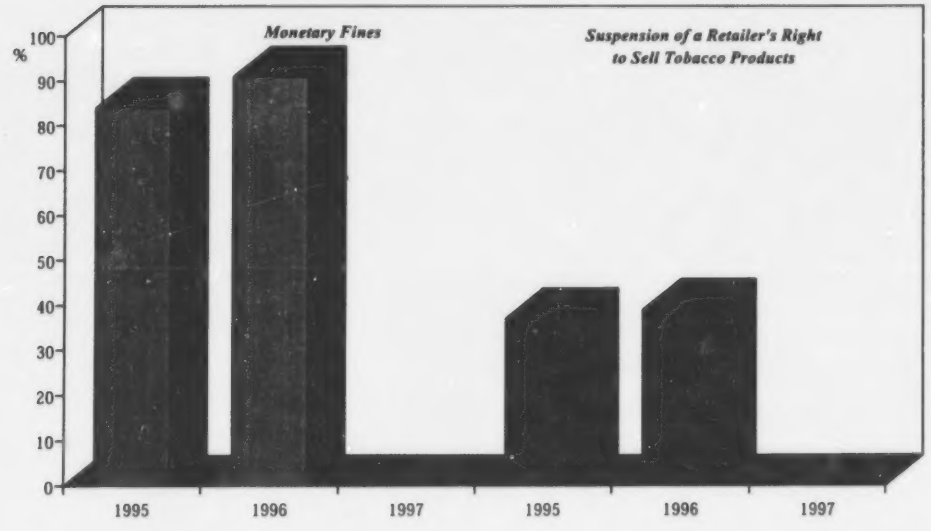
- A slight **increase** in retailer awareness of the ***legal age*** for selling tobacco products (88% to 92%).
- A slight **increase** in levels for the requirement to post ***signs on the legal age*** limit (82% to 87%).
- An **increase** in retailer understanding that ***one sign*** must be posted (55% to 67%).
- An **increase** in awareness regarding the need to ask for ***proof of age*** (84% to 91%).
- **Increases** in perceptions that a ***photo ID*** must be asked for, when in doubt (30% to 41%).
- An **increase** in awareness of ***monetary fines*** (84% to 91%).
- Somewhat ***higher*** levels of believing that cigarettes cannot be sold through ***vending machines*** (15% vs. 23%).

QUEBEC

% of Retailers in Province Aware of Signage and Proof of Age Requirements

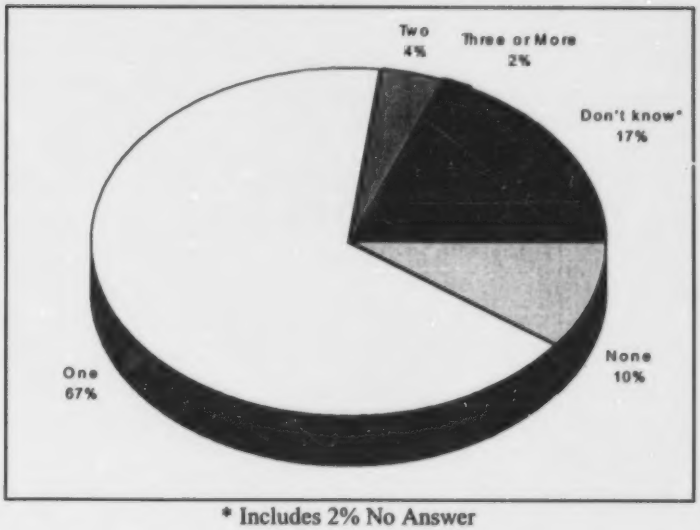


% of Retailers in Province Aware of Penalty for Non-Compliance



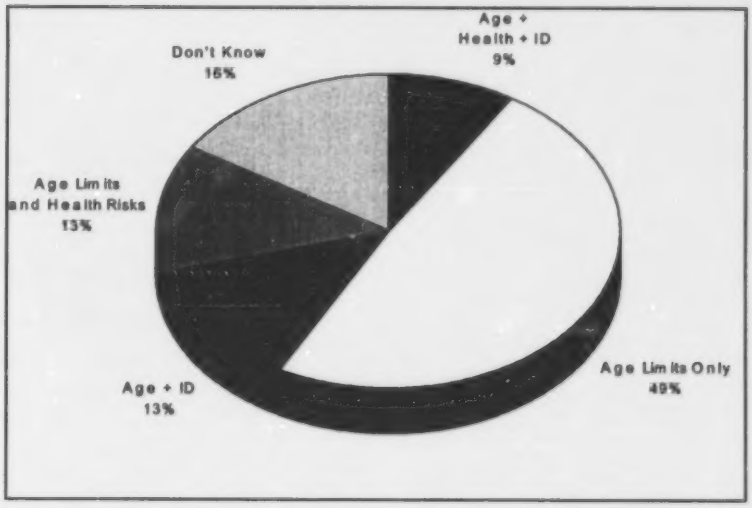
QUEBEC - *1996*

NUMBER OF SIGNS TO POST



* Includes 2% No Answer

SIGNS CURRENTLY POSTED



3.2.2 descriptive analysis by province: Ontario

ONTARIO
TOBACCO SALES TO MINORS LEGISLATION

- Legal age for sales of tobacco products is 19.
- Sign required for legal age; two signs are needed regarding identification wherever tobacco is sold.
- Photo identification required.
- Fines apply; suspension of right to sell tobacco products apply after two convictions for a tobacco sales offence.
- Vending machines that sell or dispense tobacco are prohibited.
- Ontario pharmacies are prohibited from selling tobacco.

Ontario

Tobacco retailers in Ontario have high awareness of the new provincial tobacco sales to minors legislation in the following areas:

- Nine in ten (89%) are aware that it is illegal to sell tobacco products to people under 19 years of age.

- Virtually all tobacco retailers (99%) understand that they must ***post signs*** about age restrictions.

- A similar proportion (99%) know that they are required by law to ask for ***identification***, if age is in doubt.

- The majority (93%) realize that breaking the tobacco sales to minors law will result in a ***monetary fine***.

Areas where Ontario tobacco retailers may require additional information include:

- Awareness of the requirement for a ***photo ID*** as proof of age (84%).

- Six out of ten (62%) Ontario tobacco retailers believe that they must post ***signs about health risks***. Although the Age Restriction Sign includes the following statement in smaller print: "Smoking is a danger to your health", two in ten (23%) do not believe that health risk signage is required under the law.

- Under provincial law, tobacco retailers are required to post three signs: one Age Restriction Sign, and two Identification Signs (one facing customer and one facing seller). Only 8% believe that they are required to post three or more signs. Assuming that some retailers might interpret our question to mean **types of signs** (in this context, Ontario only has two

requirements), another three in ten (32%) would be respecting the law. Of importance is the fact that half (48%) claim they only post one sign, and 9% "do not know".

- Three-quarters (71%) of retailers report having signs that include age limit and ID. Of this group, 48% have signs that also include health risks.

- Levels of awareness for the ***suspension*** of the retailers right to sell tobacco products is at 76%, which is significantly lower than the over 90% levels for other requirements.

- Seven in ten (72%) of tobacco retailers understand that, as of January 1, 1995, the sale of cigarettes through ***vending machines*** is banned.

The key shifts in awareness of tobacco sales to minors legislation among Ontario retailers, from 1995 to 1996, are summarized below:

- A slight **decrease** in awareness of the ***legal age*** of 19 (93% to 89%).

- A **decrease** for the requirement to post signs about ***health risks*** (73% to 62%).

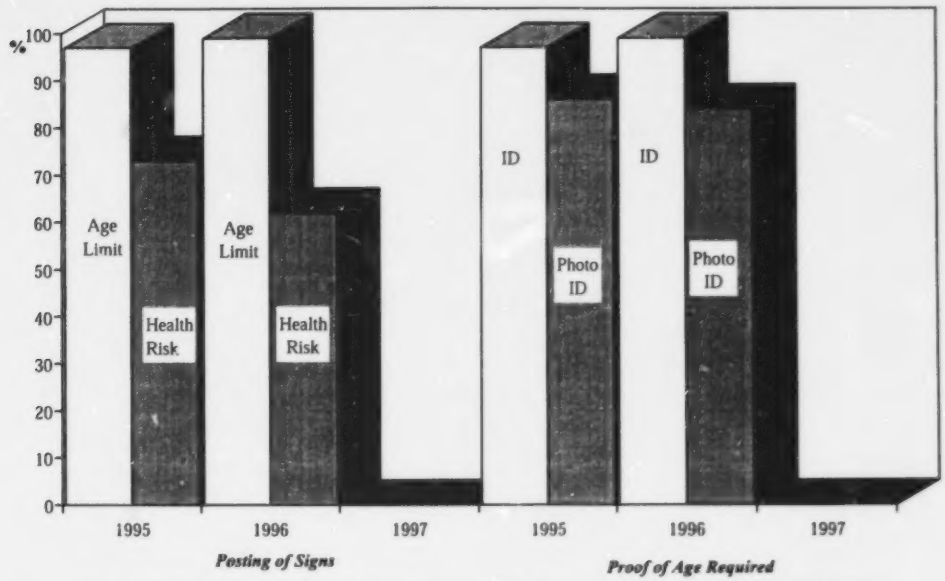
- A sharp **decrease** in the proportion that believe they must post ***three or more*** signs (33% to 8%), along with a significant increase in the number that think they only need to post o***ne sign*** (22% to 48%).

- A **decrease** in retailers who are aware that ***vending machines*** are banned (82% to 72%).

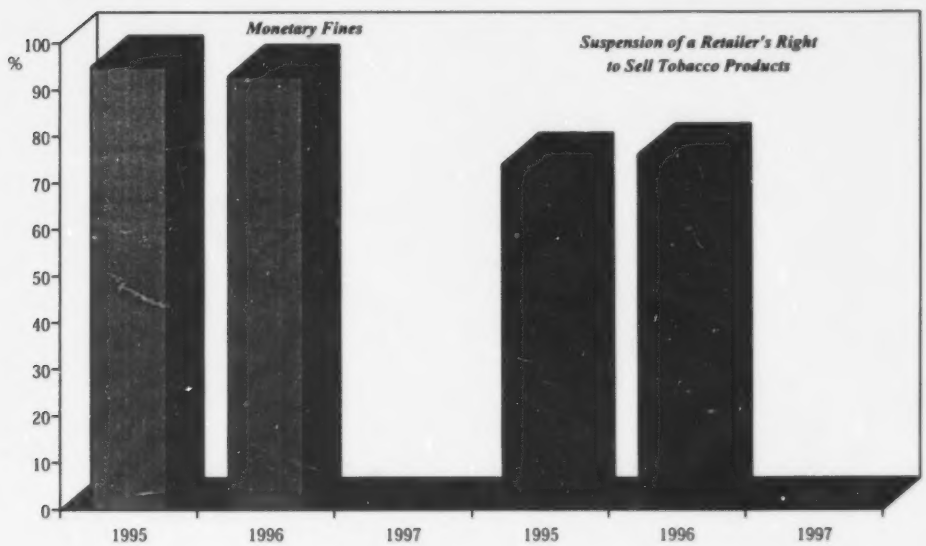
Unlike the trend to increased awareness in other provinces, Ontario retailers report a decline in awareness in the past year. This may reflect the fact that prior to the 1995 survey, Ontario retailers were sent an information kit to inform them of new tobacco sales to minors legislation. This information campaign, being fresh in their minds, may account for the higher levels of awareness in 1995.

ONTARIO

% of Retailers in Province Aware of Signage and Proof of Age Requirements

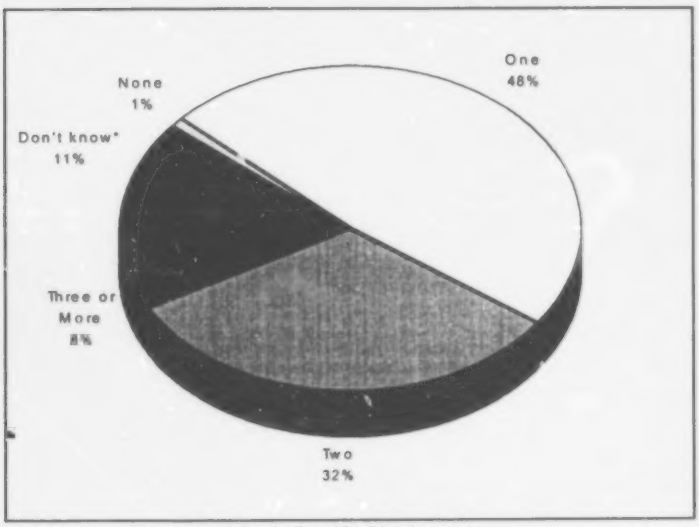


% of Retailers in Province Aware of Penalty for Non-Compliance



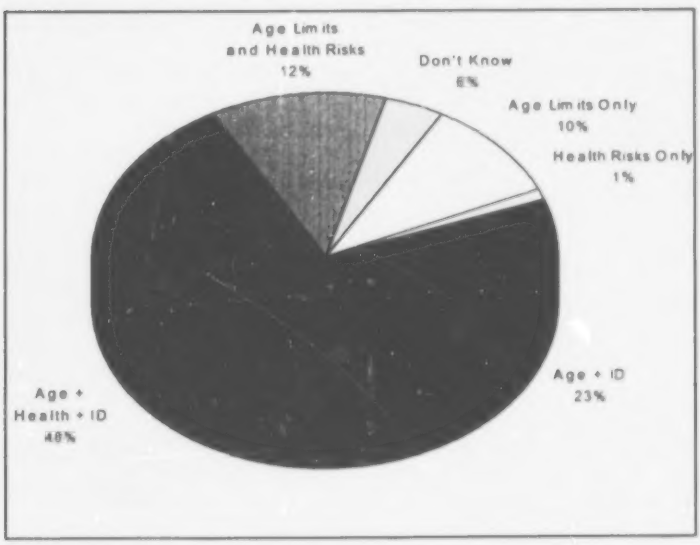
ONTARIO - *1996*

NUMBER OF SIGNS TO POST



* Includes 2% No Answer

SIGNS CURRENTLY POSTED



3.2.2 descriptive analysis by province: Manitoba

MANITOBA
TOBACCO SALES TO MINORS LEGISLATION

- Legal age for tobacco sales is 18.
- Age signage requirement as outlined in federal legislation.
- Proof of age required; photo ID not mandatory.
- Monetary fines apply.
- Cigarettes can be sold through vending machines in beverage places, as specified in the federal law.

Manitoba

Awareness and understanding of the basic responsibilities of retailers under the federal ***Tobacco Sales to Young Persons Act*** are high. The overall findings for Manitoba tobacco retailers are summarized below:

- Well over nine in ten (95%) tobacco retailers in this province are aware that the ***legal age*** for selling or supplying tobacco products is 18.

- A similar proportion (92%) understand that they are required to ***post signs*** about the legal age limit for buying tobacco products.

- The vast majority (96%) also realize that they must ask for ***identification***, when in doubt.

- As well, most retailers (90%) are aware that there are ***monetary fines*** for retailers who do not comply with the laws.

In terms of the types of signs retailers currently have posted in their outlet, nine in ten (93%) have one or more signs posted on legal age limits. Of these, nearly half (47%) are age limits only, and one quarter (25%) have age limits and ID combined.

Areas where levels of awareness and understanding are lower, or seem to be more fragmented, include the following:

- Under the federal TSYPA, there is no requirement to post health risk warnings. Almost half (48%) understand this requirement, and similar proportions either believe they must post health risk signage or they "do not know" (20% and 26%, respectively).

- With respect to photo ID, the federal TSYPA encourages a photo ID but it is not a mandatory requirement. Half (49%) feel that they are required by law to ask for a photo ID when in doubt. Note that one-quarter (25%) are uncertain about photo ID requirements.

- While not a requirement, two-thirds (64%) of tobacco retailers in Manitoba believe that retailers who do not comply with the law can have their right to sell tobacco ***suspended***. One-quarter (25%) "do not know" what the law requires in this regard.

- Regarding selling cigarettes through vending machines, one-third (32%) believe that only bars and restaurants can sell cigarettes through vending machines, a similar proportion (37%) "do not know", and 10% believe that tobacco vending machines are permitted.

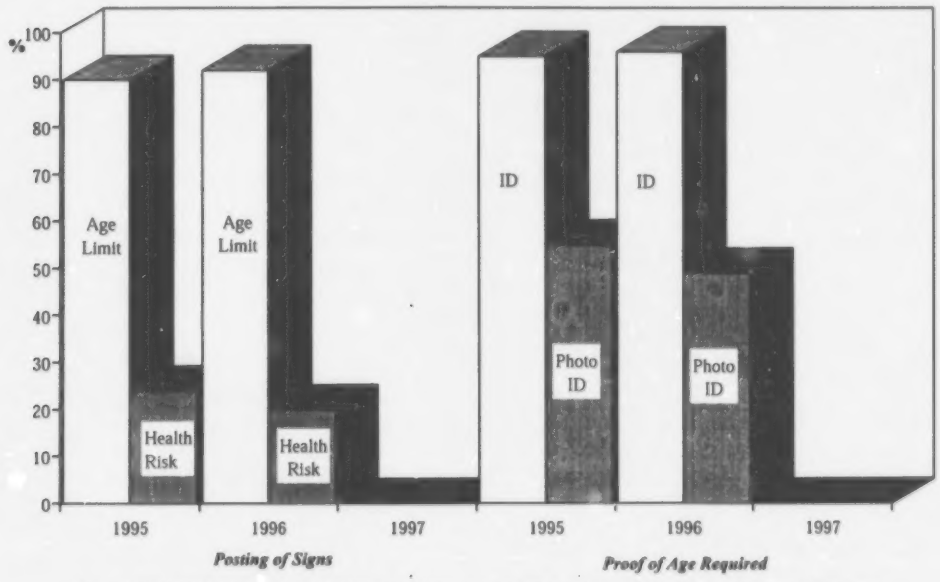
Levels of awareness among retailers in Manitoba have ***remained stable*** over the past year, as 1996 results are very close to those reported in 1995, with these exceptions:

- A **slight increase** in the proportion aware of monetary fines for retailers (86% to 90%).

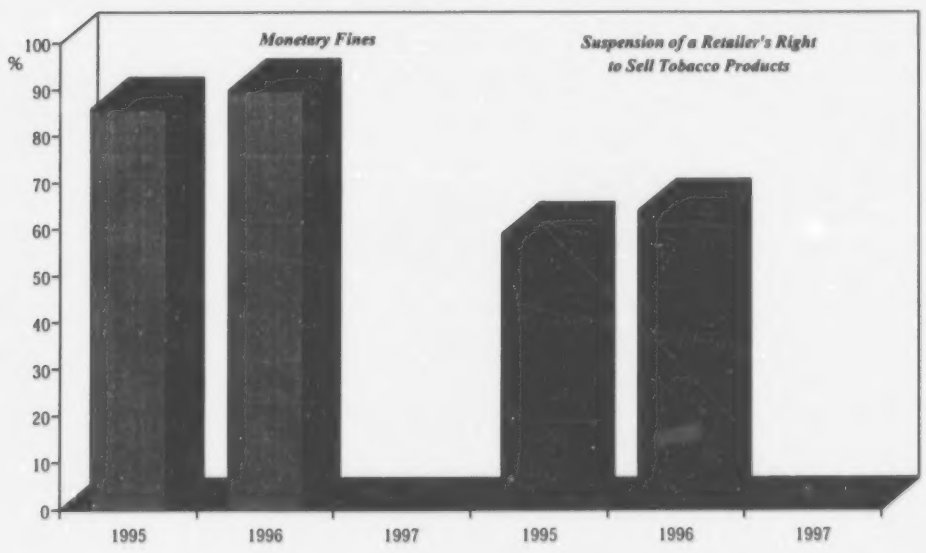
- A **slight increase** in the belief that retailers can lose the right to sell tobacco (59% to 64%).

MANITOBA

% of Retailers in Province Aware of Signage and Proof of Age Requirements

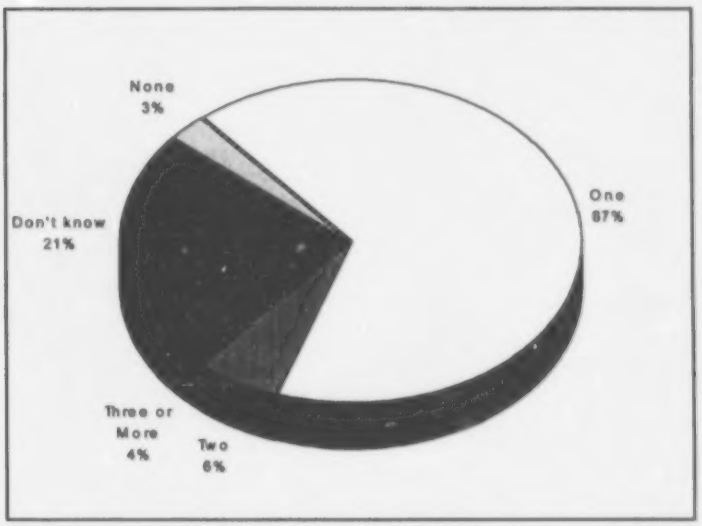


% of Retailers in Province Aware of Penalty for Non-Compliance



MANITOBA - *1996*

NUMBER OF SIGNS TO POST



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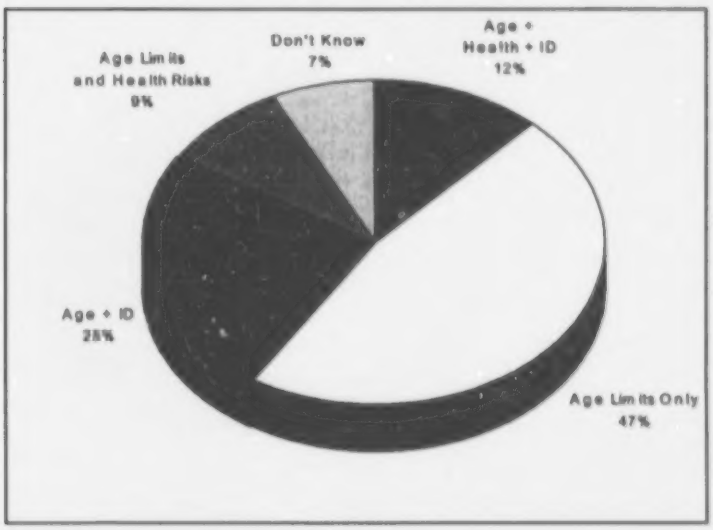


3.2.2 descriptive analysis by province: Saskatchewan

SASKATCHEWAN
TOBACCO SALES TO MINORS LEGISLATION

- Legal age is 18.
- Age signage requirement, as specified in federal legislation.
- Proof of age required; no mention of photo ID.
- Monetary fines apply.
- Cigarettes can be sold through vending machines in beverage places, as specified in the federal law.

Saskatchewan

Almost nine in ten (88%) tobacco retailers think the legal age for purchasing tobacco products is 18. Another 6% think it is 19 and 4% say 16.

Tobacco retailers in Saskatchewan have similar levels of awareness and understanding regarding the major requirements under the law for the following areas:

- Required to ***post signs*** about the legal age limit (91%).
- Must ask for ***identification*** when in doubt (96%). Note that half (50%) feel that a photo ID is required, and two in ten (21%) "do not know".
- Virtually all retailers (98%) are aware that ***monetary fines*** can be given to tobacco retailers who do not comply with laws on the sale of tobacco to minors.

Two in ten (22%) say that ***health risk signage*** is a requirement (it is not under federal law), while half (52%) know that it is not law. A fairly large segment (27%) simply "do not know".

Half (48%) of tobacco retailers in this province believe that their right to sell tobacco can be suspended for a tobacco sales offence. A significant proportion (31%) "do not know".

Levels of reported compliance with signage laws (Question 7) reveal that over nine in ten (96%) tobacco retailers currently have one or more signs dealing with ***age limits***. Of these, half (51%) have signs with age limits only, and three in ten (28%) have signs with age and ID combined.

Three in ten (30%) know that tobacco can be sold through vending machines in beverage places. However, a similar proportion (34%) "do not know" the laws applying to tobacco vending machine laws, and 16% believe that cigarettes can be sold in this way.

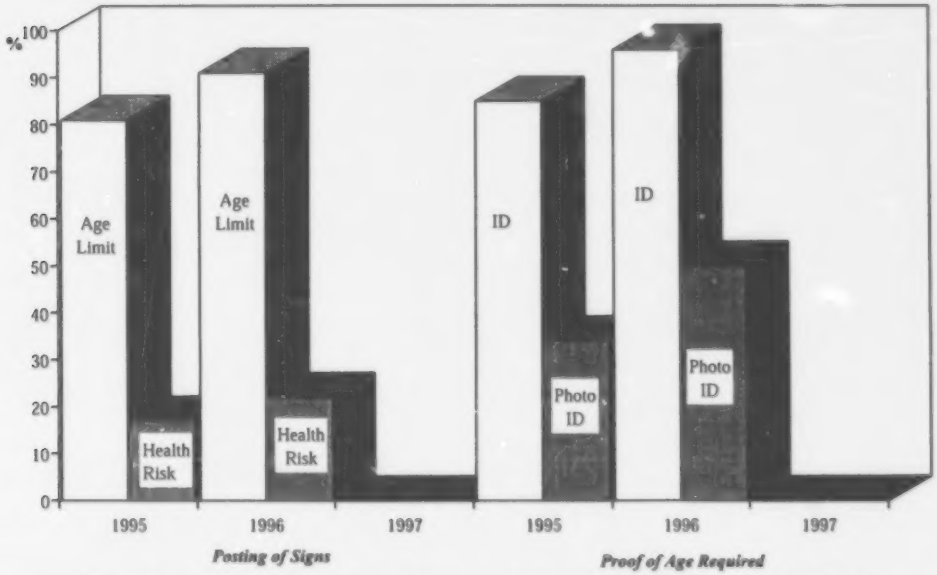
comparative analysis

In Saskatchewan, there appear to have been ***important increases*** in retailer awareness from 1995 to 1996. The key trends are summarized below:

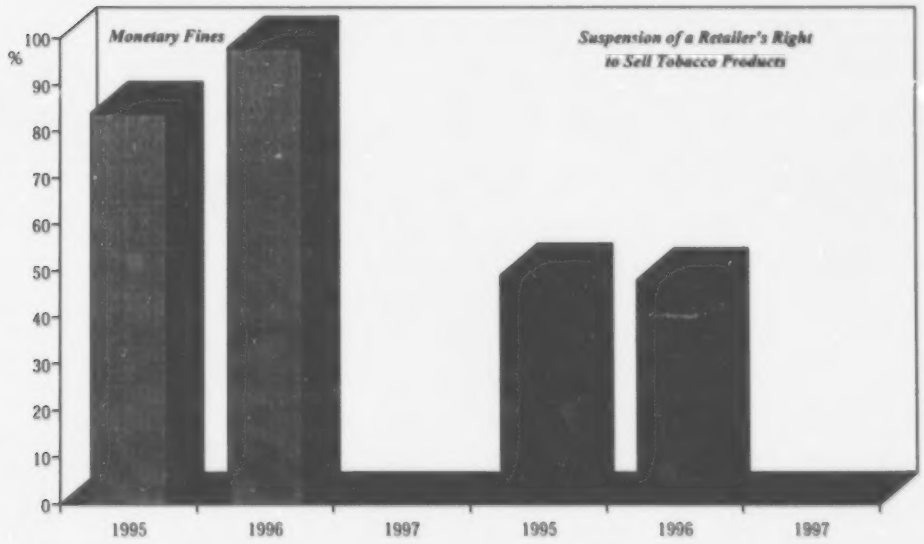
- An **increase** in retailer awareness of the ***legal age of 18*** (79% to 88%).
- An **increase** in awareness of the need to post signs for the ***legal age limit*** (81% to 91%).
- **Increased** belief that retailers need to ask for ***proof of age***, when in doubt (85% to 96%). As well, more retailers are likely to think that a ***photo ID*** is required (34% to 50%).
- **Higher** awareness of ***monetary fines*** (84% to 98%).

SASKATCHEWAN

% of Retailers in Province Aware of Signage and Proof of Age Requirements

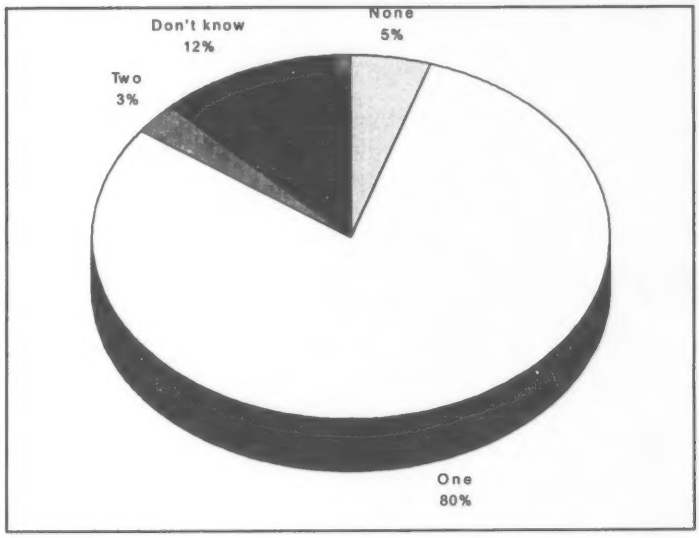


% of Retailers in Province Aware of Penalty for Non-Compliance

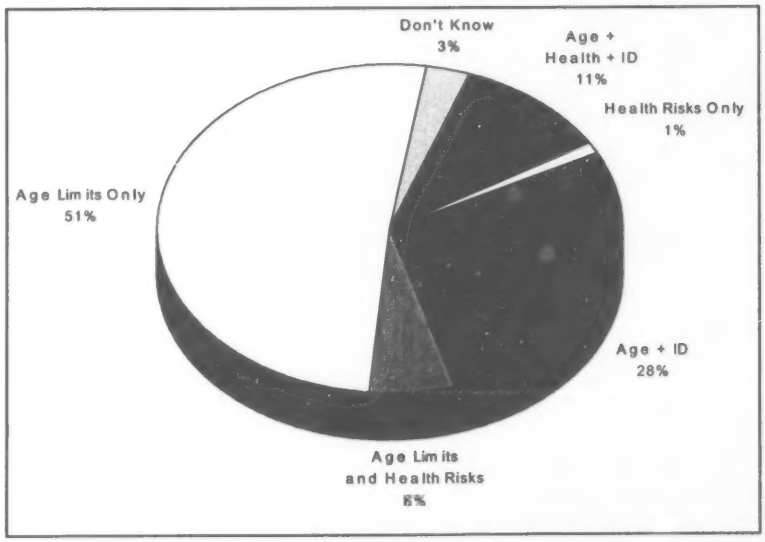


SASKATCHEWAN - *1996*

NUMBER OF SIGNS TO POST



SIGNS CURRENTLY POSTED



3.2.2 descriptive analysis by province: Alberta

ALBERTA
TOBACCO SALES TO MINORS LEGISLATION

- Under federal legislation, where legal age is 18.
- A sign must be displayed with the age limit. No requirements regarding health warnings.
- Proof of age is required when in doubt. Photo ID not required.
- Monetary fines for tobacco sales offenses.
- Cigarettes can be sold through vending machines in beverage places.

Alberta

Tobacco retailers in Alberta must comply with the federal TSYPA. Overall, tobacco retailer knowledge of the basic requirements of tobacco sales to minors legislation is good. The key findings are outlined below:

- Nine in ten (92%) tobacco retailers know that the ***minimum age*** for people to buy tobacco products is 18 in Alberta. Note that 6% think the legal age is 16.

- A slightly lower proportion (87%) understand ***legal age signs*** must be posted.

- Virtually all (98%) realize that they must ask for ***proof of identification***. As well, three-quarters (75%) believe that a photo ID is required, when in doubt.

- Awareness of ***monetary fines*** is high (92%). While not a federal requirement, eight in ten believe their right to sell tobacco products can be suspended (82%).

As outlined below, there may be confusion regarding the ***number of signs*** that should be posted:

- Although seven in ten (69%) understand that one sign is required, 16% "do not know" how many signs to post and 8% do **not** believe that they have to post any signs.

- Over eight in ten (84%) report that they have one or more signs on age limits, which is in compliance with federal legislation. Of these, one third (35%) have signs dealing with age only, while one quarter (26%) have age and ID combined signs. Note that 16% of tobacco retailers "do not know" what signs are currently posted.

One-third (32%) understand that tobacco ***vending machines*** are only allowed in licensed beverage places. Equivalent proportions "don't know" or feel that vending machines can sell tobacco products (26% and 25%, respectively).

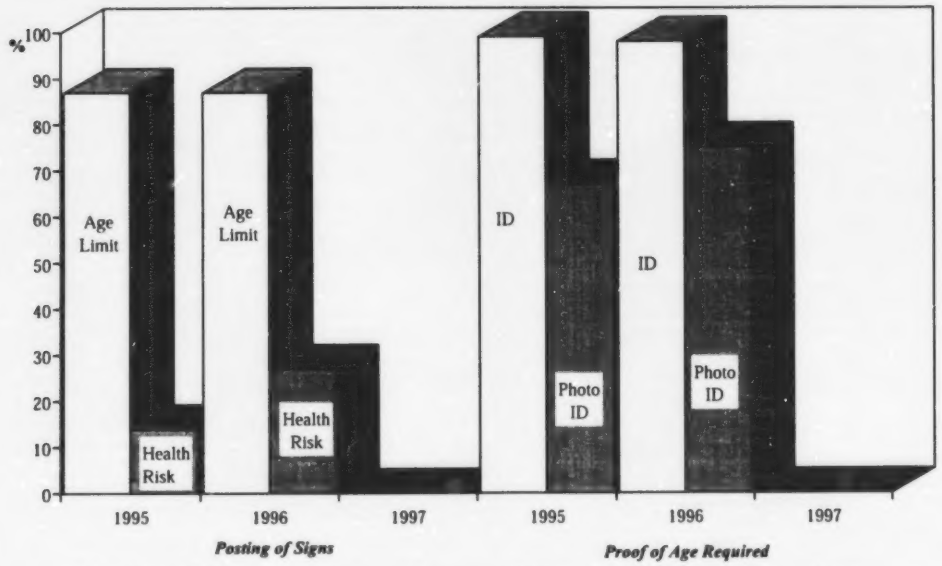
comparative analysis

Over the past year, levels of awareness among Alberta tobacco retailers have remained relatively ***stable***, with these exceptions:

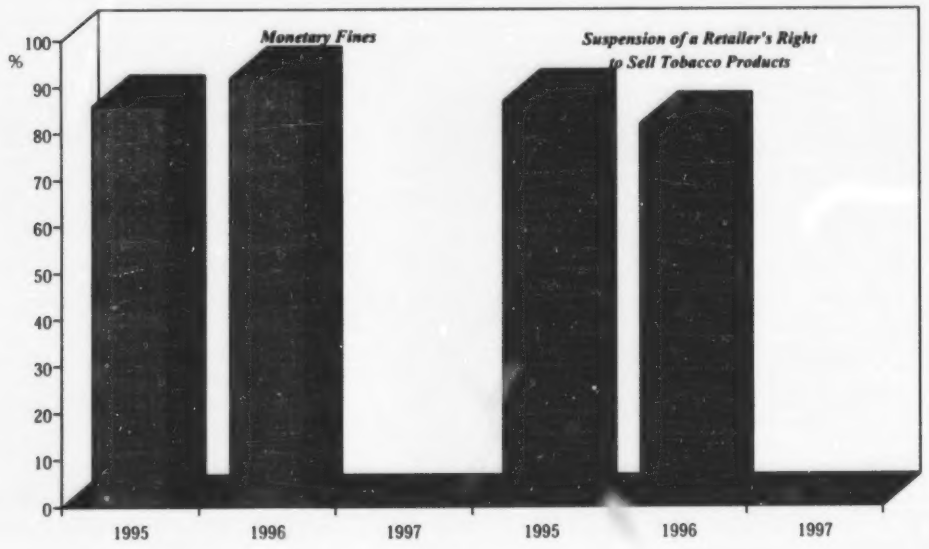
- A slight **increase** in awareness regarding ***monetary fines*** (86% to 92%).
- While not a federal requirement, there is a **higher** proportion of retailers who believe that a ***photo ID*** is required (67% to 75%).
- An **increase** in awareness that ***one sign*** must be posted (55% to 69%).

ALBERTA

% of Retailers in Province Aware of Signage and Proof of Age Requirements

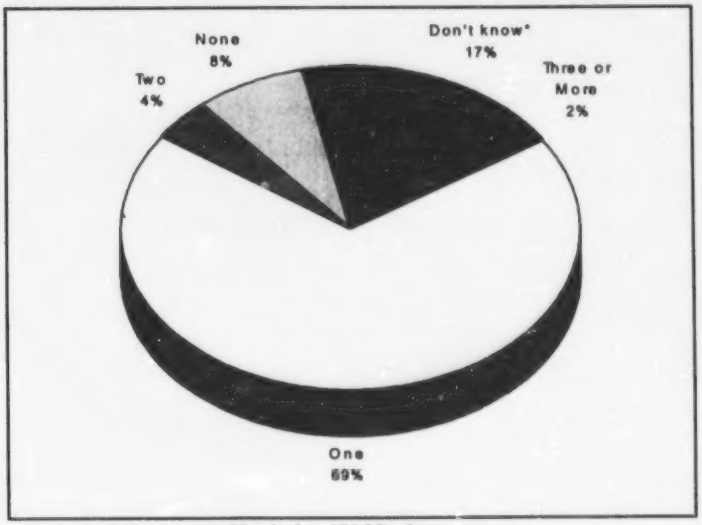


% of Retailers in Province Aware of Penalty for Non-Compliance



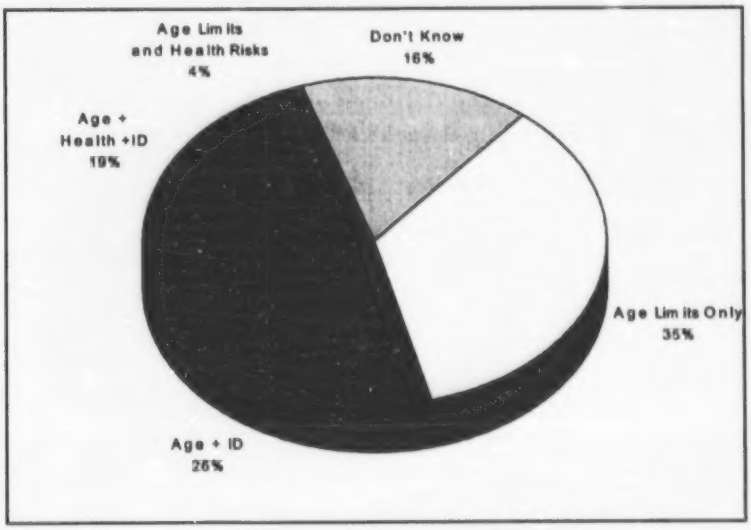
ALBERTA - *1996*

NUMBER OF SIGNS TO POST



*Includes 1% No Answer

SIGNS CURRENTLY POSTED



3.2.2 descriptive analysis by province: Northwest Territories

NORTHWEST TERRITORIES
TOBACCO SALES TO MINORS LEGISLATION

- Under federal legislation, where legal age is 18.
- A sign must be displayed with the age limit. No requirements regarding health warnings.
- Proof of age is required when in doubt. Photo ID not required.
- Monetary fines for tobacco sales offenses.
- Cigarettes can be sold through vending machines in beverage places.

Northwest Territories

The results for the Northwest Territories must be interpreted with caution as the findings are based solely on 35 retailers. As such, a brief review of the key findings will be presented and should be interpreted in a qualitative sense only.

Seven in ten (79%) tobacco retailers in the Northwest Territories are aware that the ***legal age*** for the sale of tobacco products is 18. This level is well below that of other retailers in Canada (excepting Yukon at 68%). Note that 11% believe that the legal age is 16.

Nine in ten (89%) understand that tobacco retailers must ***post signs*** regarding the legal age limit. Only 8% of the tobacco retailers participating in this survey believe that retailers must post signs on the health risks of smoking.

A similar proportion (92%) know that they are required, by law, to ask for ***proof of age***. Almost half (48%) think that a ***photo ID*** is the legal requirement when age is in doubt.

Seven in ten (71%) believe they must post one sign. The vast majority (85%) currently have at least one sign on ***age limits*** posted in their retail outlet.

Awareness of ***monetary fines*** is very high (98%). In addition, nine in ten (89%) believe that the right to sell tobacco can be ***suspended*** if tobacco retailers do not comply with the law.

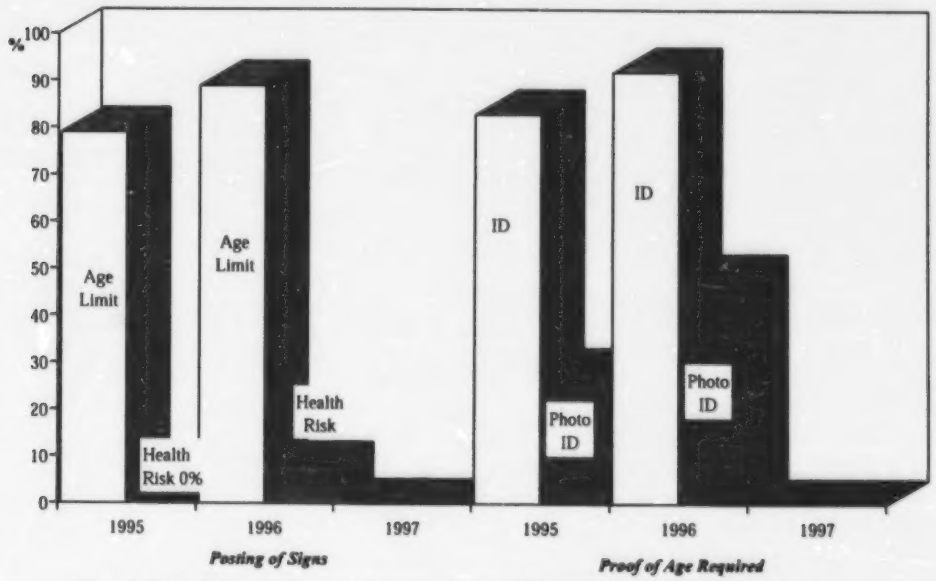
Understanding of the laws on tobacco ***vending machines*** is fragmented, with one-quarter believing that they are either banned or only allowed in bars/taverns (23% and 27%, respectively). Four in ten (40%) "do not know" what legislation stipulates for selling through vending machines.

comparative analysis

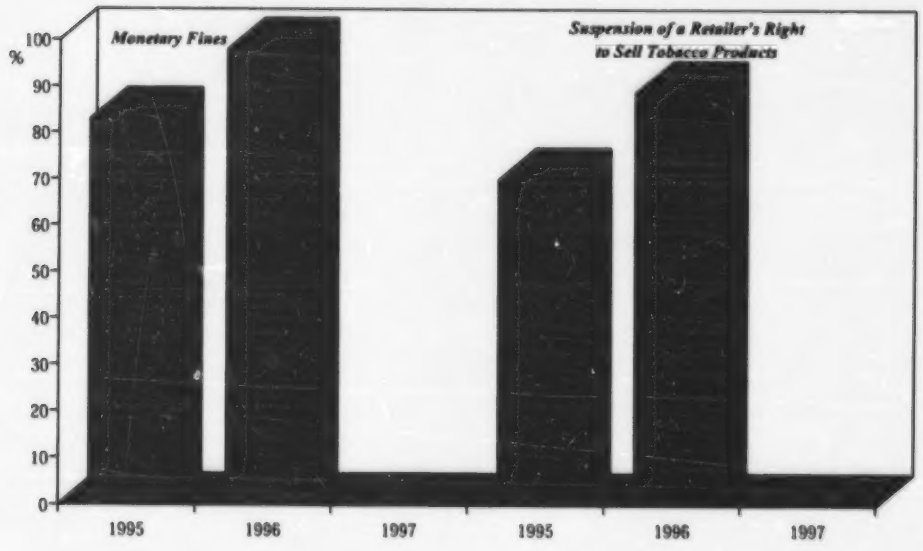
Bearing in mind the small base sizes (28 for 1995 and 35 for 1996), there appears to be a trend towards **increased awareness** in the Northwest Territories regarding most critical areas of federal tobacco sales to minors legislation, namely: ***legal age*** of 18, posting ***signs on the legal age*** limit, the need to ask for ***proof of age*** when in doubt, ***monetary fines***, and the ***suspension*** of the right to sell tobacco products.

NORTHWEST TERRITORIES

% of Retailers in Province Aware of Signage and Proof of Age Requirements

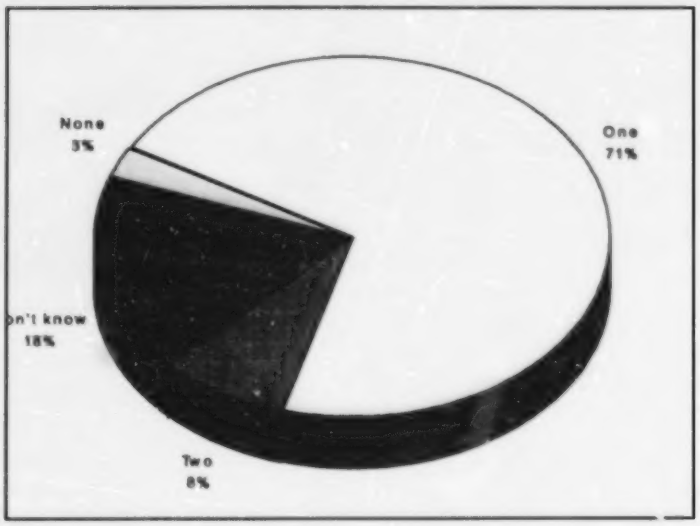


% of Retailers in Province Aware of Penalty for Non-Compliance

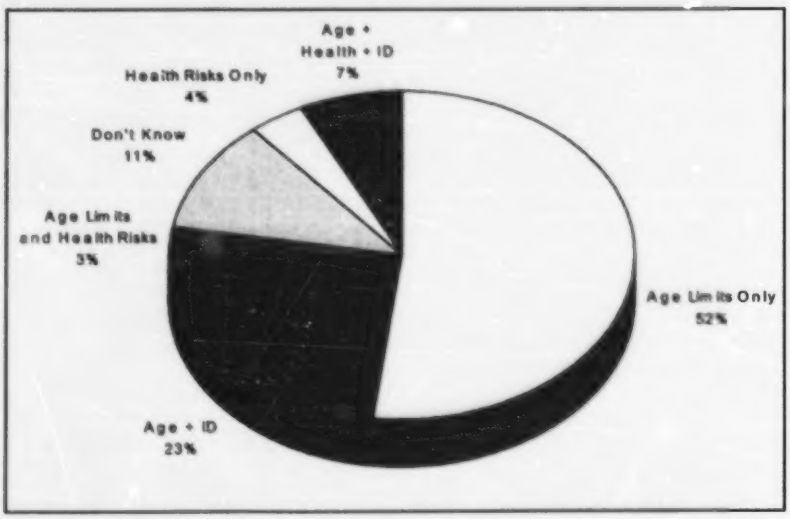


NORTHWEST TERRITORIES - *1996*

NUMBER OF SIGNS TO POST



SIGNS CURRENTLY POSTED



3.2.2 descriptive analysis by province: Yukon

YUKON
TOBACCO SALES TO MINORS LEGISLATION

- Under federal legislation, where legal age is 18.
- A sign must be displayed with the age limit. No requirements regarding health warnings.
- Proof of age is required when in doubt. Photo ID not required.
- Monetary fines for tobacco sales offenses.
- Cigarettes can be sold through vending machines in beverage places.

Yukon

Given that ***only 18*** tobacco retailers responded from the Yukon in 1996, the results only provide a qualitative sense of levels of awareness of tobacco sales to minors legislation.

Based on the findings, most retailers feel that the ***legal age*** is 18 (68%), while the remainder (21%) believe that the legal age is 19.

Many (71%) understand that they are required to ***post signs*** regarding the legal age limit. While half (56%) also realize that health risk signage is not required, three in ten (29%) think that health signs are part of the law.

Awareness of general ***proof of age*** requirements is high (92%) and three-quarters (73%) think that the law extends to a photo ID.

Eight in ten (87%) tobacco retailers in the Yukon understand that breaking tobacco sales to minors law can mean a ***monetary fine***. A similar proportion (79%) feel that another penalty might include the ***suspension*** of their right to sell tobacco (although this is not part of the federal TSYPA).

Almost half (47%) do not know ***how many signs*** they are required to post, and 15% do not think that they have to post any. Three in ten (29%) know that only one sign needs to be posted under federal legislation. Notwithstanding this confusion, most (79%) have at least one sign on age limits posted in their retail establishment. Two in ten (21%) don't know what types of signs are posted.

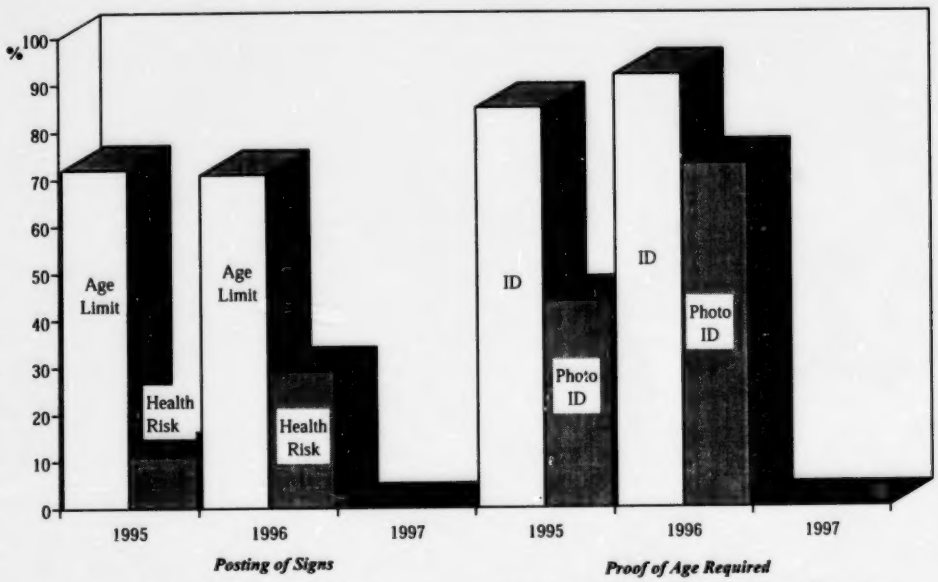
Half (48%) of these tobacco retailers believe that cigarettes can be sold through ***vending machines***. Almost four in ten (37%) do not know what the law requires in this regard.

comparative analysis

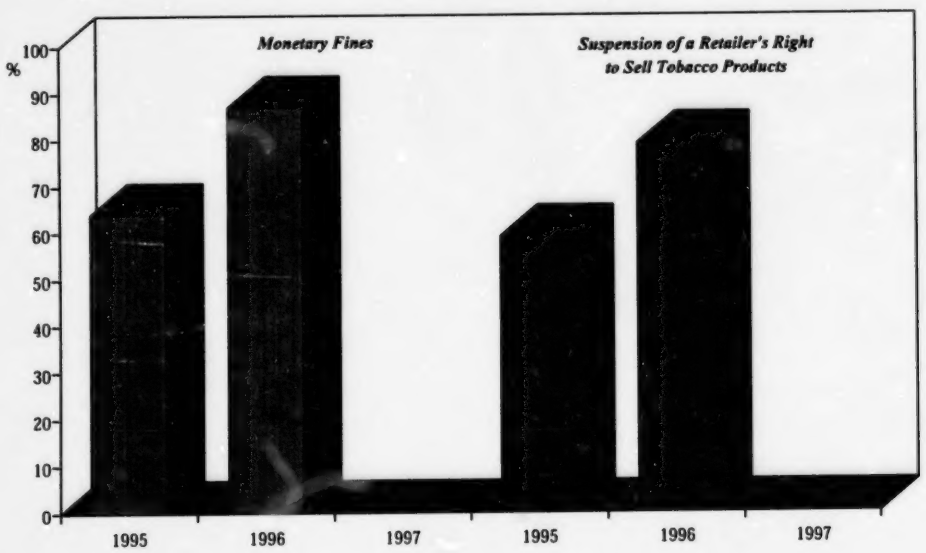
Given the small base sizes (18 retailers for each wave), we only point out broad trends in the 1996 findings. Indeed, there appears to be increased belief that the following components are required by law: legal age to purchase tobacco is 19, health risk signage is required, a photo ID is needed when in doubt, and the right to sell tobacco can be suspended if the retailer breaks the law. None of these elements falls under the federal TSYPA.

YUKON

% of Retailers in Province Aware of Signage and Proof of Age Requirements

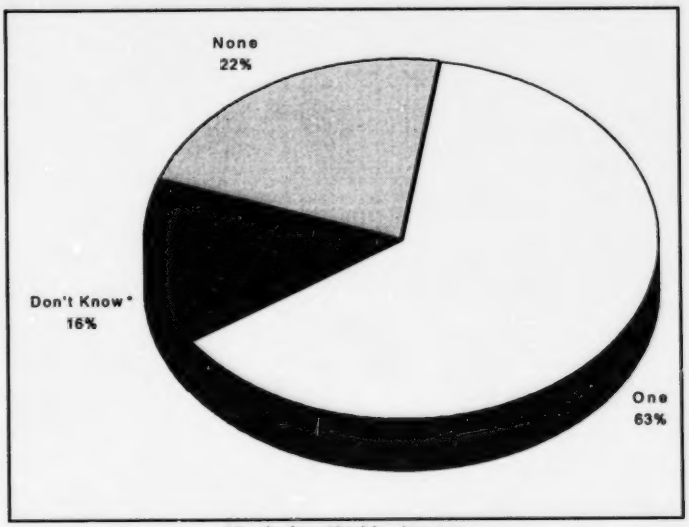


% of Retailers in Province Aware of Penalty for Non-Compliance



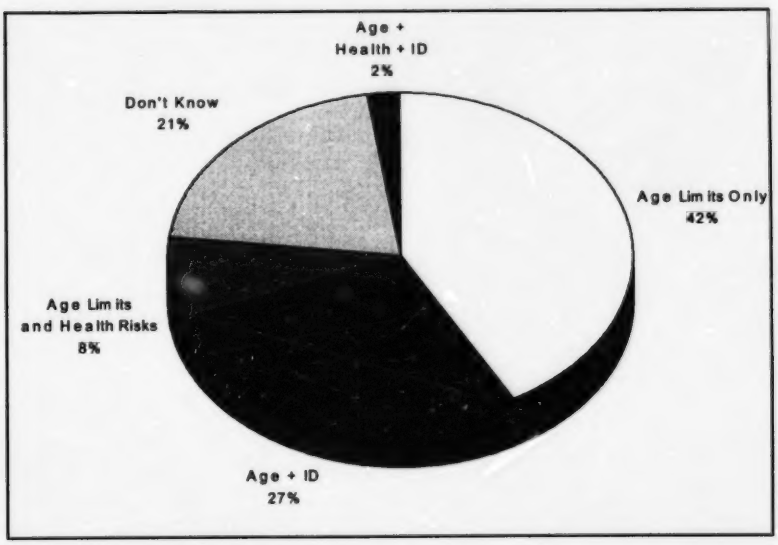
YUKON - *1996*

NUMBER OF SIGNS TO POST



*Includes 6% No Answer

SIGNS CURRENTLY POSTED



3.2.2 descriptive analysis by province: British Columbia

BRITISH COLUMBIA
TOBACCO SALES TO MINORS LEGISLATION

- In 1994, legal age for the purchase of tobacco was raised to 19.
- Signs on age limits required. As well, health warnings are required at the point of sale which state "Smoking will kill 5,000 people in B.C. this year."
- Valid photo ID is required as proof of age.
- Monetary fines apply. Suspension of right to sell tobacco applies.
- Tobacco vending machines are restricted to adult only premises.

British Columbia

In 1994, British Columbia passed strict provincial legislation regarding the sale of tobacco to minors.

Awareness of the requirements of the provincial legislation are relatively high in terms of the following aspects:

- The majority of B.C. tobacco retailers (94%) understand that ***signs must be posted*** regarding the legal age limit.

- A similar proportion (97%) know that they are required by law to ask for ***proof of age***, when in doubt.

Aspects of tobacco sales to minors legislation that appear to be less well understood by B.C. tobacco retailers include the following:

- Just under nine in ten (85%) know that the ***legal age*** for the purchase of tobacco products has been raised to 19. Of the 15% who are not aware of the change in the legal age for purchasing tobacco, 10% still think the legal age is 18 and 3% say 16.

- Eight in ten (82%) tobacco retailers know that they must post signs on ***health risks***. The provincial law stipulates that signs at the point-of-sale should indicate that tobacco is addictive.

- Similar proportions are aware that ***monetary fines*** can be imposed if they do not comply with the tobacco sales laws and that they can lose the right to sell tobacco products (85% and 81%, respectively).

With respect to actual signs posted, nine in ten (90%) currently have one or more signs posted dealing with the legal age limit. Looking at signs that contain a health risk message, most (79%) seem to be in compliance with the provincial health risk signage requirement.

One-third (34%) understand that tobacco vending machines are allowed in bars/taverns. Other tobacco retailers are either unsure of the law in this regard (25%), think that they are permitted (19%) or banned (21%).

comparative analysis

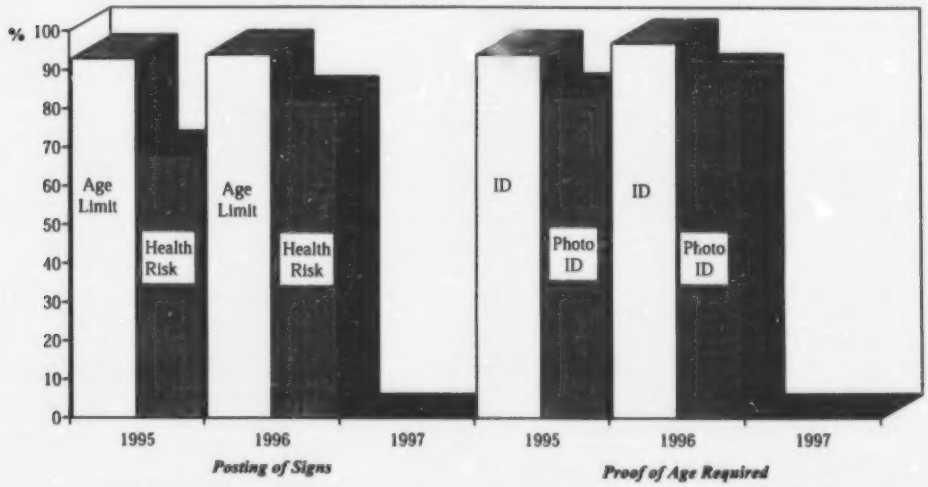
The key trends in retailer awareness for British Columbia from 1995 to 1996 are summarized below:

- **Increased** awareness of the requirement to post ***signs on health risks*** (68% to 82%).

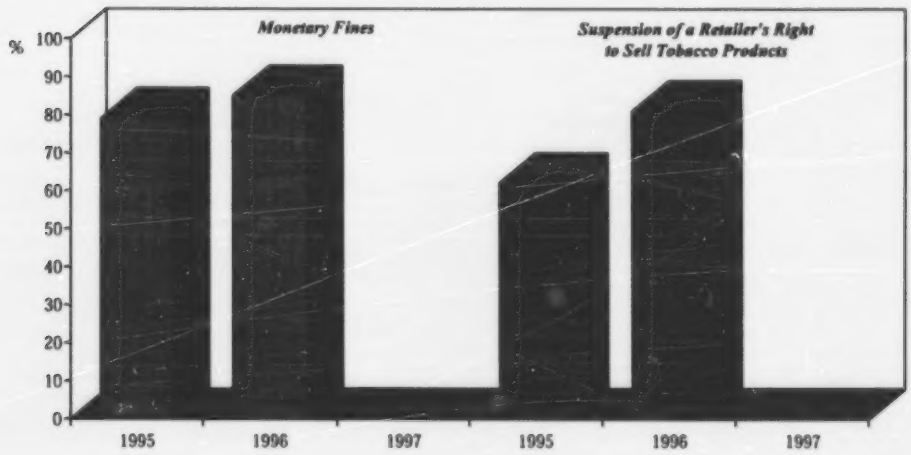
- **Increased** awareness of penalties for retailers in terms of ***monetary fines*** (79% to 85%) and ***suspension*** of the right to sell tobacco products (62% to 81%).

BRITISH COLUMBIA

% of Retailers in Province Aware of Signage and Proof of Age Requirements

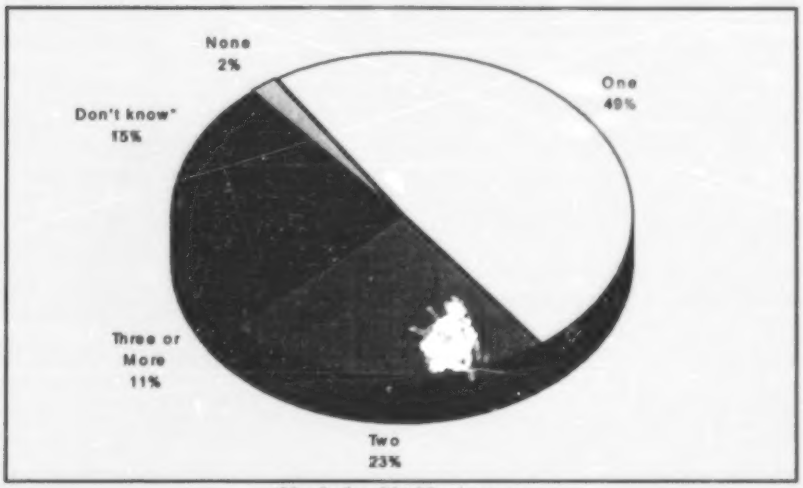


% of Retailers in Province Aware of Penalty for Non-Compliance



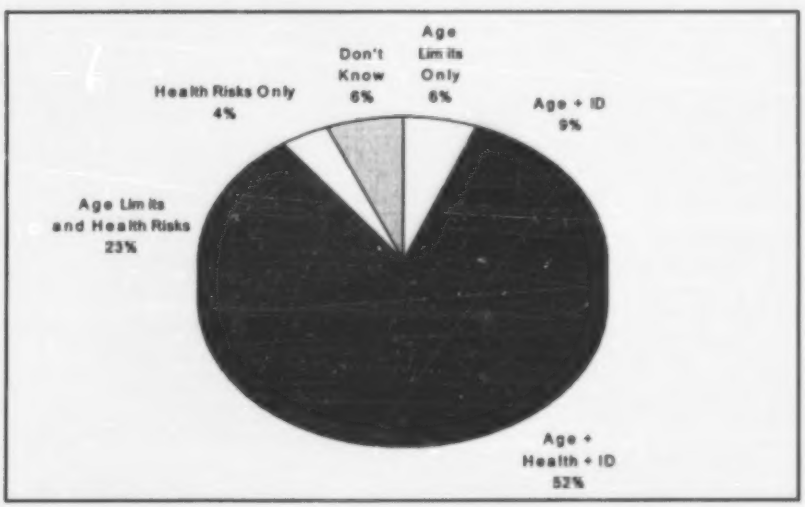
BRITISH COLUMBIA - *1996*

NUMBER OF SIGNS TO POST



*Includes 2% No Answer

SIGNS CURRENTLY POSTED



3.3 Analysis by Type of Retail Outlet

3.3.1 incidence of tobacco retailers

The incidence of retailers selling tobacco differs by the type of retail outlets targeted in this survey (Table 7). Overall, tobacco retailers are more likely to be found in the following retail categories, listed in order of relative importance:

- ***Magazine/tobacco shops:*** All retailers in this category claim to sell tobacco products (100% each), excepting the lower level in the Prairies region (87%).

- ***Variety/convenience stores***: Virtually all variety and convenience stores sell tobacco products (levels range from 98% in British Columbia to 94% in Quebec).

- ***Supermarkets and grocery stores:*** The vast majority of supermarkets sell tobacco products in Quebec (98%), the Prairies region (95%), the Atlantic region (94%), and British Columbia (94%). The incidence drops slightly for Ontario (85%).

- ***Bars/restaurants***: Roughly five in bars/restaurants claim to sell tobacco products. Levels range from 63% in the Prairie region to 40% in British Columbia.

- ***Gas/service stations***: Overall, an estimated seven to eight in ten gas and service stations sell tobacco products. Note that incidence is higher in western and eastern Canada (86% BC, 81% Prairies, 72% Atlantic) compared to Quebec (59%) and Ontario (61%).

- ***General stores/department stores***: An average of five in ten retailers in the general store category claim to sell tobacco products. The exception is in British Columbia, where levels drop to 38%.

- ***Drug stores***: Five in ten drug stores in Quebec (49%), the Prairie region (53%), and British Columbia (53%) sell tobacco products. An exception is the much higher incidence for the Atlantic region (71%) and at the other extreme no pharmacies (0%) in Ontario are allowed to sell tobacco products.

- ***Hotels***: Roughly four in ten hotels claim to sell tobacco products. Levels are highest in the Prairie region (73%) and lowest in Ontario (32%).

comparative analysis

The incidence of tobacco retailers by type of retail outlet has remained relatively stable over the past year. The key trends in incidence of tobacco retailers, from 1995 to 1996, are outlined below:

- By excluding the gift/novelty stores from the ***magazine/tobacco*** shops, we have successfully eliminated most of the non-tobacco retailers from this category: the incidence of tobacco retailers was four in ten in 1995 to virtually all in 1996 (100% for each region, except 87% in the Prairies).

- An **increase** in the incidence of ***supermarkets*** in British Columbia that sell tobacco products (73% to 94%).

Table 7. Incidence of Tobacco Retailers

	Variety	Gas Station	Super-market	Drug Store	Gift/ Novelty	Bar/ Rest.	General Store	Hotel
Incidence of Tobacco Retailers - Wave 2								
	%	%	%	%	%	%	%	%
Atlantic	95	72	94	71	100	43	46	32
Quebec	94	59	98	49	100	46	58	37
Ontario	97	61	85	**	100	51	50	36
Prairies	95	81	95	53	87	63	44	73
BC	98	86	94	53	100	40	38	53

** No questionnaires were sent to Ontario pharmacies. Two completed questionnaires were returned from the Ontario sample where the respondent classified the retail operation as a "pharmacy" that sells tobacco.

Table 7. Incidence of Tobacco Retailers

	Variety	Gas Station	Super-market	Drug Store	Gift/ Novelty	Bar/ Rest.	General Store	Hotel
Incidence of Tobacco Retailers - Wave 2								
	%	%	%	%	%	%	%	%
Atlantic	95	72	94	71	100	43	46	32
Quebec	94	59	98	49	100	46	58	37
Ontario	97	61	85	**	100	51	50	36
Prairies	95	81	95	53	87	63	44	73
BC	98	86	94	53	100	40	38	53

** No questionnaires were sent to Ontario pharmacies. Two completed questionnaires were returned from the Ontario sample where the respondent classified the retail operation as a "pharmacy" that sells tobacco.

3.3.2 knowledge of tobacco sales legislation

For the following analysis, please refer to summary Table 8 that is presented at the end of this section.

Atlantic Region

Given the small sample sizes for the retail categories in the Atlantic provinces, the results are analyzed by region. Note that even with combined totals, sample sizes are quite low for five categories: bars/restaurants (38), hotel (34), general store (32), magazine/tobacco (8), and bowling/billiards (7). In this context, bowling/billiards and magazine/tobacco are excluded from the analysis. We remind the reader to interpret these findings with caution.

In addition, since provincial legislation differs between the provinces for health risk signage and vending machines, these variables cannot be analyzed on an aggregate basis.

Overall, awareness of tobacco sales legislation is consistent across the retail groups for the following requirements:

- ***Legal age limit of 19***: levels range from 94% for gas/service stations down to 86% for bars and restaurants.
- ***Legal age signage:*** Levels range from 100% for general stores to 92% for gas and service stations. The exception is bars and restaurants at 84%.
- ***Proof of age requirements:*** Levels are at 97% for gas stations, supermarkets, and general stores, and at 96% for variety stores, drug stores and bars/restaurants.
- ***Monetary fines:*** Levels range from 97% for pharmacies to 85% for hotels and bars/restaurants.
- ***Suspension***: Levels range from 86% for hotels to 70% for bars/restaurants.

Compared to 1995 results, levels are generally at par or somewhat higher for most retailer categories.

Quebec

Given the low sample sizes for bowling/billiards (16), hotels (28), and bars/restaurants (38) these retail groups are excluded from the analysis. The trends that stand out for Quebec retail groups are summarized below:

- ***Legal age of 18:*** Levels range from a high of 95% for magazine/tobacco shops to a low of 89% for variety stores.

- ***Legal age signage:*** Levels range from a high of 95% for supermarkets to a low of 85% for variety stores and gas/service stations. Magazine/tobacco shops seem to be slightly less well informed in this regard (79%).

- ***ID requirements:*** Levels range from a high of 95% for magazine/tobacco shops to a low of 86% for general stores (77%).

- ***Monetary fines:*** Levels range from 97% for variety stores to 88% for general stores.

- ***Vending machines:*** Retailers in all categories may be confused about federal legislation regarding selling cigarettes through vending machines. Levels of "do not know" range from 46% for general stores to 38% for pharmacies. Bearing in mind the small base size (38), six in ten (61%) bars and restaurants believe that cigarettes can be sold through vending machines. This level is higher than for the other retail categories (from 11% to 0%).

Compared to 1995 results, the Wave 2 survey shows slight increases in awareness of the main points of law in these retail categories: variety stores, gas stations, and bars/restaurants.

Ontario

In Ontario, retail outlets that are most likely to sell tobacco products include: variety stores (97%), followed by supermarkets (85%), gas stations (61%), bars and restaurants (51%), general stores (50%) and hotels (36%).

Due to low respondent bases, the following retail categories are excluded from the analysis: magazine/tobacco (11) and hotels (38). Levels of knowledge and understanding tobacco sales to minors laws are high for the principal areas of legislation, as summarized below:

- ***Legal age of 19***: Levels range from a high of 94% for variety stores, to a low of 86% for bars/restaurants.

- ***Legal age signage:*** Levels range from 98% to 100%.

- ***ID requirements:*** All retailer categories fall at 100%, excepting supermarkets (96%)..

- ***Photo ID:*** Levels range from a high of 91% for bars/restaurants to a low of 78% for supermarkets.

- ***Monetary fines:*** Levels from 93% to 98%.

- ***Suspension:*** Levels range from a high of 88% for general stores to a low of 74% for supermarkets.

In general, 1996 levels are essentially at par with those reported by retailers in 1995.

Prairie Region

The bowling/billiards (11), magazine/tobacco (11), and general stores (29) are not included in this analysis due to low base sizes. Tobacco retailer awareness of tobacco sales laws is consistent with respect to the following key requirements:

- ***Legal age of 18:*** Levels range from 95% for supermarkets to 88% for hotels.

- ***Legal age signage:*** Levels range from 97% for gas stations and supermarkets to 87% for hotels. The exception is a slightly lower incidence for bars/restaurants (78%).

- ***ID requirement***: Levels range from 99% for supermarkets to 90% for hotels.

- ***Monetary fines***: Levels range from 98% for pharmacies to 88% for hotels.

As found in the other regions, hotels and bars and restaurants, may require more information. As well, general stores seem to be another target group for communications materials. Overall, 1996 levels are at par or have increased in comparison to the 1995 benchmark measures for key points of tobacco sales law.

British Columbia

Considering that base sizes are low for bowling/billiards (4), magazine/tobacco (10), and general stores (15), these retail groups will not be included in the analysis.

Overall, awareness of tobacco sales laws are relatively high for retailers in the various groups. The principal findings, which are similar for most types of retail outlets, are summarized below:

- ***Legal age of 19***: Levels range from 94% for variety stores to 83% for hotels. An exception is the bar/restaurant category at 76%.

- ***Legal age signage***: Levels fall within the 97% to 99% range for all retail categories, excepting bars/restaurants at 87%.

- ***Monetary fines***: Levels range from 94% for gas stations to 84% for hotels. The exceptions are bars/restaurants at 69%.

Awareness of the requirement to post ***health warning signage*** appears to have improved over the past year. While levels ranged from 84% to 54% in the 1995 survey, they are much less fragmented. in 1996. Indeed, 1996 levels range from a high of 90% for gas stations to 82% for bars/restaurants.

With respect to ***suspension*** of the right to sell tobacco products, knowledge tends to be slightly lower than for other aspects of the law. Awareness levels range from a high of 90% for gas stations to a low of 76% for bars/restaurants and hotels.

Most of the 1996 levels for BC tend to be at par or higher than those reported in the 1995 benchmark survey.

Table 8. 1995 Knowledge of Tobacco Sales Legislation by Type of Retail Outlet

	Variety	Gas Station	Super-market	Drug Store	Bar/ Rest.	Gen. Store	Hotel
Legal Age Limit (%)							
Atlantic: 19 **	93	94	90	88	86*	92*	87*
Quebec: 18 yrs	89	93	90	93	97*	93	89*
Ontario: 19 yrs	94	93	91	–	86	88*	92*
Prairie: 18 yrs	90	93	95	94	89	89*	88
BC: 19 yrs	94	94	87	86	76*	100*	83
Legal Age Signage (%)							
Atlantic	92	92	94	94	84*	100*	96*
Quebec	85	85	95	87	79*	88	71*
Ontario	100	98	99	--	100	98*	100*
Prairie	93	97	97	93	78	90*	87
BC	99	98	97	99	87*	100*	97
ID Requirements (%)							
Atlantic	96	97	97	96	96*	97*	96
Quebec	93	92	90	90	95*	86	86*
Ontario	100	100	96	--	100	100*	100*
Prairies	94	97	99	97	99	95*	90
BC	99	99	100	95	96*	100*	95

* Sample size less than 50 respondents.

** P.E.I's age limit was changed to 19 after the Wave 1 survey was completed in 1995. As such, PEI results are included in the 1996 Atlantic sample for **Legal Age Limit**, but not in 1995. Consequently, the 1995 and 1996 results cannot be compared for this variable.

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Legal Age Limit (%)							
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Quebec: 18 yrs	89	93	90	93	97*	93	89*
Ontario: 19 yrs	94	93	91	–	86	88*	92*
Prairie: 18 yrs	90	93	95	94	89	89*	88
BC: 19 yrs	94	94	87	86	76*	100*	83
Legal Age Signage (%)							
Atlantic	92	92	94	94	84*	100*	96*
Quebec	85	85	95	87	79*	88	71*
Ontario	100	98	99	--	100	98*	100*
Prairie	93	97	97	93	78	90*	87
BC	99	98	97	99	87*	100*	97
ID Requirements (%)							
Atlantic	96	97	97	96	96*	97*	96
Quebec	93	92	90	90	95*	86	86*
Ontario	100	100	96	--	100	100*	100*
Prairies	94	97	99	97	99	95*	90
BC	99	99	100	95	96*	100*	95

* Sample size less than 50 respondents.

** P.E.I's age limit was changed to 19 after the Wave 1 survey was completed in 1995. As such, PEI results are included in the 1996 Atlantic sample for **Legal Age Limit**, but not in 1995. Consequently, the 1995 and 1996 results cannot be compared for this variable.

3.4 Training and Education

Overall, seven in ten (73%) tobacco retailers have given employees, including managers and clerks, training and instruction on how to deal with tobacco laws that apply in their province. Levels of training and education of employees differ by province, as outlined below:

- ***Training Higher Priority:*** Saskatchewan (87%), Ontario (81%), Nova Scotia (81%), New Brunswick (79%), Manitoba (77%), Alberta (74%), British Columbia (74%), and Prince Edward Island (72%).

- ***Training Lower Priority:*** Yukon (60%), Quebec (62%), Northwest Territories (65%), and Newfoundland (67%).

The key changes in the incidence of employee training from 1995 to 1996 are summarized below:

- A substantial **increase** in employee training in Saskatchewan (67% to 87%).

- Slightly **higher** incidence of training in Quebec (53% to 62%). Bearing in mind the low respondent base, Yukon also shows an increase in training (31% to 60%).

- Slightly **lower** incidence of employee training in Alberta (82% to 74%) and PEI (80% to 72%).

Tobacco retailers were asked to list the types of training and education given to employees. Based on total mentions, five in ten tobacco retailers have formally informed employees of the ***legal age limits*** and told them to ask for proof of identification (51% and 50%, respectively). Other initiatives include distribution of a copy of the law or written policies (18%), personal instruction given at a staff meeting (17%), information on fines and penalties (7%), and showing them the required signs (7%). The 1996 levels are similar to those reported in 1995, with the exception of **increases** for informing employees of the legal age (44% to 51%) and ID requirements (41% to 50%).

Differences in training and education provided by tobacco retailers in each province are described below, using total sample percentages as the basis of comparison:

- Newfoundland tobacco retailers are **less likely** to have told employees about ID requirements (34% vs. 50% total).

- Tobacco retailers in New Brunswick have slightly **below** average levels of telling employees about legal age limits and ID requirements (37% vs. 51% total for age limits; 31% vs. 50% total for ID). However, they are **more likely** to have given employees ***written materials***, such as store policies or a copy of the law (26% vs. 18% total).

- Bearing in mind the small respondent base (70), PEI tobacco retailers have are slightly **more likely** to have told employees about ID requirements (58% vs. 50% total), as well as giving personal instruction at a staff meeting (25% vs. 17% total).

- Quebec retailers are **more likely** to have told employees about the ***legal age limits*** (60% vs. 51%). In 1996, compared to 1995, Quebec retailers are **more likely** to have discussed ID requirements with employees (28% in 1995 to 42% in 1996).

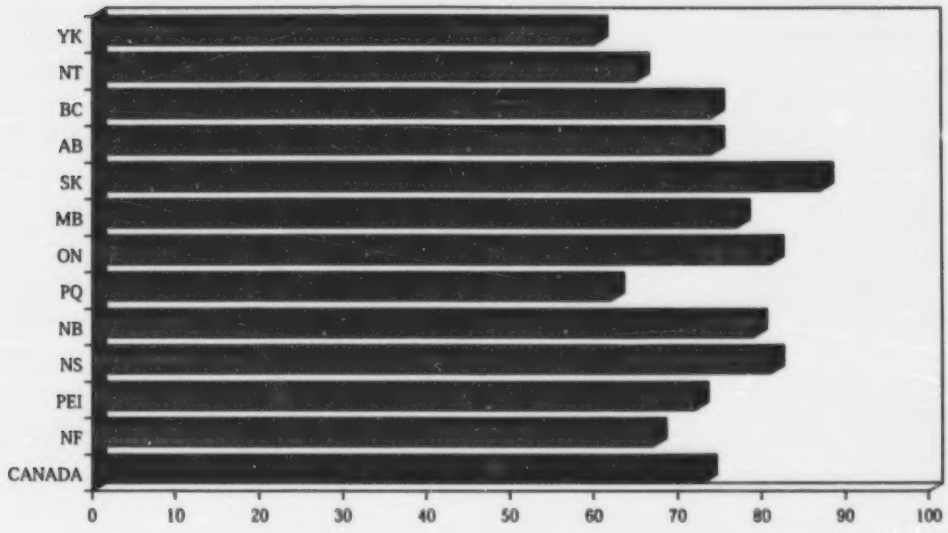
- Ontario tobacco retailers have placed somewhat **more** importance informing employees about proof of age requirements (61% vs. 50%).

- Prince Edward Island retailers are **more** likely to have explained to employees how to deal with customers (11% vs. 3% total) and to describe fines and penalties (14% vs. 7% total).

- Saskatchewan tobacco retailers are **less** likely to have instructed employees about the legal age (40% vs. 51% total). However, they are somewhat **more** likely to have distributed written materials (24% vs. 18% total).

- Alberta tobacco retailers are **less** likely to have distributed copies of written materials (9% vs. 18% total).

INCIDENCE OF EMPLOYEE TRAINING REGARDING TOBACCO LAWS - *1996*



% Retail Outlets That Give Training to Employees

3.5 Enforcement Visits

Four in ten (42%) tobacco retailers report having been visited by a government inspector or enforcement officer (from the federal, provincial, or municipal governments) in the past six months. This represents a significant ***increase from the 1995 level*** of 32%. Note that 15% do not know if an inspector has visited the retail outlet or not.

However, since some tobacco programs have moved to a new phase of compliance checking, the actual number of visits may not be known to individual retailers. In many instances surveillance will not result in direct contact with store personnel. Therefore, some retailers will not be aware of certain visits by government inspectors or enforcement officers.

Based on survey findings, the pattern of enforcement visits across the country is the following:

- ***Highest Incidence of Enforcement:*** Prince Edward Island (77%), followed by British Columbia (62%), Alberta (52%), Ontario (45%), and Manitoba (45%).

- ***Lower Incidence of Enforcement:*** Yukon (13%) and Northwest Territories (16%), followed by Nova Scotia (21%), Quebec (28%), and New Brunswick (34%). Note that New Brunswick levels of "don't know" are higher than found in other provinces (26% vs. 15% total).

Compared to 1995 benchmark levels, retailer recall of enforcement visits have remained stable in 1996 for all provinces, with these exceptions:

- Significant **increases** in enforcement visits in PEI (21% to 77%), followed by British Columbia (39% to 62%), New Brunswick (12% to 34%), Alberta (37% to 52%) and Quebec (17% to 28%).

- A slight **decline** in retailer recall of enforcement visits in Manitoba (59% to 45%).

Key differences in enforcement visits by type of retail outlet are described below:

- ***Atlantic Region:*** Variety stores (49%), gas/service stations (44%) and magazine/tobacco shops (40%) are more likely to have had an enforcement visit. General stores (28%), bars/restaurants (29%) and hotels (14%) have received fewer enforcement visits compared to other retail groups.

- ***Quebec:*** Magazine/tobacco shops (40%) and variety stores (33%) and gas/service stations (33%) have the highest enforcement levels. Hotels (14%), general stores (18%) have received fewer enforcement visits.

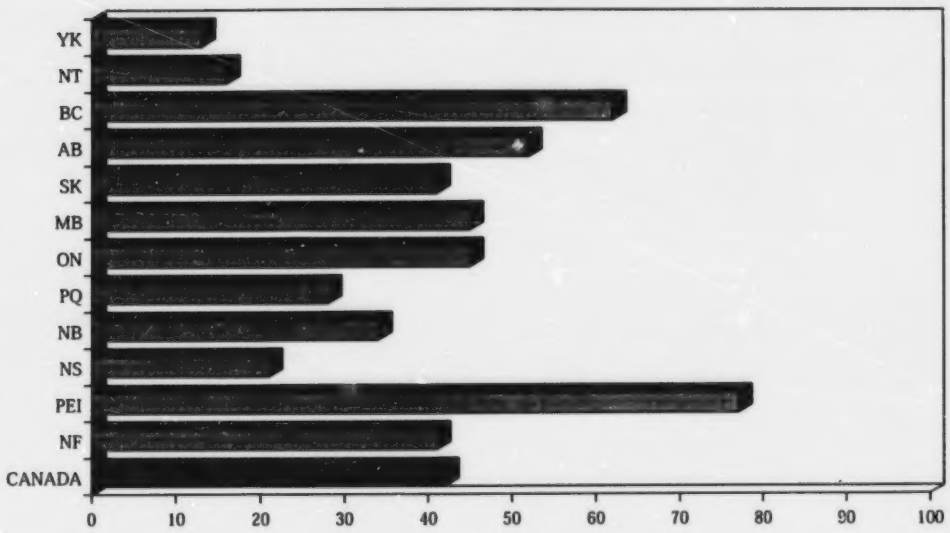
- ***Ontario***: Variety stores (61%), gas/service stations (58%), and supermarkets (50%) have the highest enforcement visits. Bars/restaurants (36%) and hotels (39%) received fewer enforcement visits.

- ***Prairie Region:*** Gas/Service stations (57%), pharmacies (55%), supermarkets (53%), and general stores (53%) have high levels of enforcement visits. Conversely, hotels (36%), bars/restaurants (41%), and variety stores (44%) have somewhat lower levels of enforcement visits.

- ***British Columbia:*** Variety (69%), bars/restaurants (67%), followed by gas/service stations (64%), pharmacies (62%), and hotels (61%) report more enforcement visits.

INCIDENCE OF ENFORCEMENT - *1996*

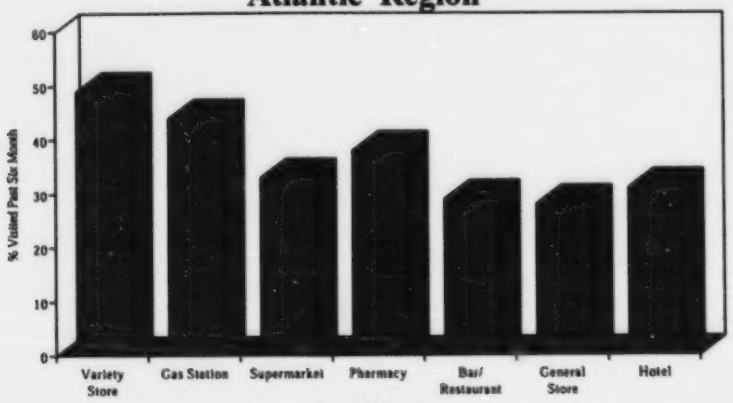
(Past Six Months)



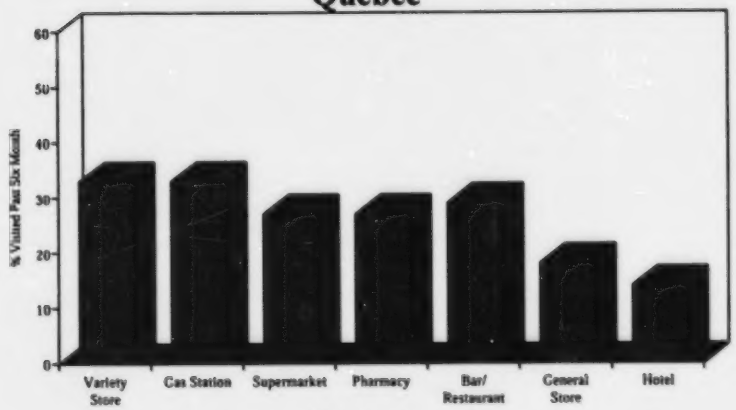
% Retail Outlets Visited in Past Six Months

INCIDENCE OF ENFORCEMENT - *1996* (Past Six Months)

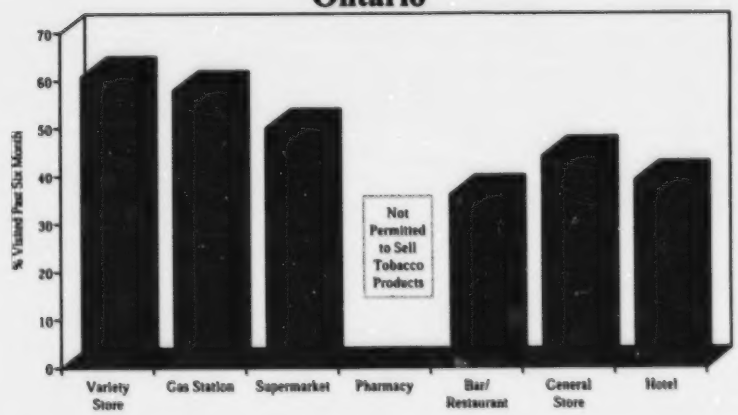
Atlantic Region



Quebec

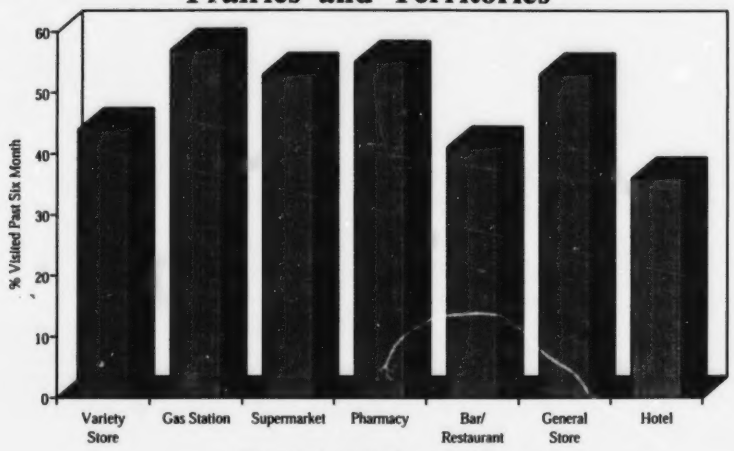


Ontario

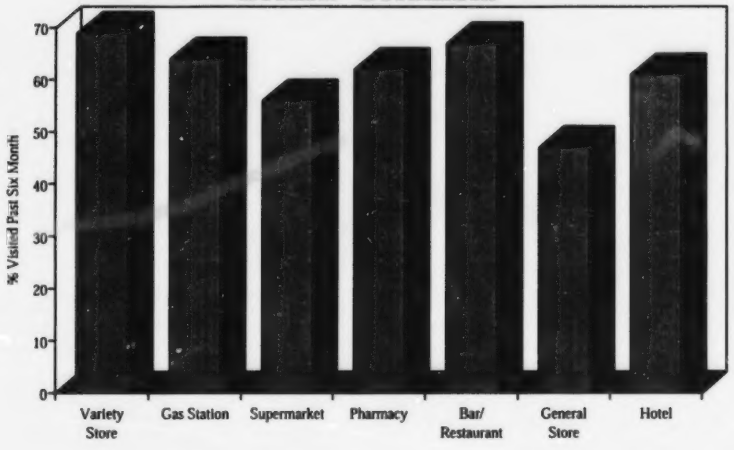


INCIDENCE OF ENFORCEMENT - *1996* (Past Six Months)

Prairies and Territories



British Columbia



3.6 Information Requests

The questionnaire gave tobacco retailers the opportunity to request specific information about the laws or to write down general comments. In Appendix 4.3, we provide a qualitative summary of the types of comments or requests that fall into each of our code categories.

A total of (15%) of tobacco retailers request specific information or comment on tobacco sales to minors legislation. Tobacco retailers are most likely to ask for signs and stickers (4%) and ask for information on the laws relating selling tobacco to minors (3% total sample). Retailers in Nova Scotia (14%) and PEI (13%) are most likely to request signs and stickers.

As well, tobacco retailers offer comments about tobacco laws or the survey. Differences that stand out by province include:

- Alberta (5%), Manitoba (5%), Saskatchewan (4%) and Ontario (4%) retailers are slightly more likely to comment that laws should be more severe.

- Manitoba retailers are most likely to send in negative comments (5%). As well, they are most likely to feel that these laws are unfair to retailers (4%).

APPENDICES

4.1 Dun & Bradstreet List of Tobacco Retailers in Sample

TOBACCO RETAILER SURVEY (#1565)
Sample Design for National Mailout

Retailer Category	NF	NS	NB	PE	PQ	ON	Total
5311 - Department Stores	38	37	39	10	76	182	571
5331 - Variety Stores	26	32	35	8	217	784	1,174
5399 - Misc. Gen. Merchandise	231	120	90	27	423	542	2,422
5411 - Grocery Stores	591	594	405	71	4,008	2,104	11,153
5499 - Misc. Food Stores	5	20	21	4	155	198	669
5541 - Gas/Service Stations	253	370	282	73	1,624	1,477	6,618
5812 - Eating Places	275	667	447	109	5,464	6,852	21,302
5813 - Drinking Places	117	80	100	2	1,155	300	2,397
5912 - Drug Stores/Pharmacies	130	163	108	28	958	-	2,585
5993 - Cigar Stores/Stands	-	7	5	-	144	56	320
5994 - News Dealers/Stands	-	4	1	-	24	11	84
7011 - Hotels/Inns/Tourist	115	216	154	89	993	1,722	6,012
7932 - Billiard/Pool Halls	-	5	4	-	48	52	180
7933 - Bowling Alleys	5	23	25	1	134	164	524
Total	**1,839**	**2,493**	**1,812**	**449**	**15,978**	**15,449**	**56,011**

1 = Supermarket Grocery
2 = Drug/Pharmacy
3 = Gas/Service Station
4 = General Merchandise (department stores, general merchandise, variety)
5 = Specialty Retailers (gift, novelty and souvenir shops)
6 = Service Establishments (bars, restaurants, hotels, bowling alleys, etc.)

Retailer Category	MB	SK	AB	BC	NT	YK	Total
5311 - Department Stores	28	23	78	58	-	2	571
5331 - Variety Stores	7	19	24	20	1	1	1,174
5399 - Misc. Gen. Merchandise	219	217	267	222	53	11	2,422
5411 - Grocery Stores	524	516	1,128	1,172	24	16	11,153
5499 - Misc. Food Stores	25	19	95	123	3	1	669
5541 - Gas/Service Stations	414	462	836	786	14	27	6,618
5812 - Eating Places	693	786	2,857	3,079	38	35	21,302
5813 - Drinking Places	26	51	174	383	7	2	2,397
5912 - Drug Stores/Pharmacies	145	180	465	398	5	5	2,585
5993 - Cigar Stores/Stands	5	10	44	49	-	-	320
5994 - News Dealers/Stands	5	1	17	21	-	-	84
7011 - Hotels/Inns/Tourist	271	391	714	1,256	41	50	6,012
7932 - Billiard/Pool Halls	11	16	32	12	-	-	180
7933 - Bowling Alleys	23	31	49	65	2	2	524
Total	2,495	2,794	7,115	8,112	202	159	56,011

1 = Supermarket Grocery
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Total	**1,839**	**2,493**	**1,812**	**449**	**15,978**	**15,449**	**56,011**

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Total	**2,495**	**2,794**	**7,115**	**8,112**	**202**	**159**	**56,011**

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6 = Service Establishments (bars, restaurants, hotels, bowling alleys, etc.)

4.2 Study Instruments

Introductory Letters
Questionnaire

January 3, 1996

Dear Retail Owner/Manager,

Health Canada has contracted Optima Consultants, an independent market research firm, to send a brief questionnaire to a randomly selected group of tobacco retailers across Canada. Some of you may recall seeing this questionnaire one year ago. Even if you completed the questionnaire at that time, we would greatly appreciate your participation once again in order to track changes over time. Optima pledges to treat your answers confidentially. Your participation in this study is completely anonymous.

We recognize that there are different federal, provincial, and municipal tobacco laws that might be confusing for tobacco retailers. The purpose of this study is to understand levels of knowledge among tobacco retailers about their obligations under these laws. The results will help federal and provincial governments develop better communications policies to help support retailers in their implementation of the tobacco laws.

We would be very grateful if you would complete the questionnaire and return it to Optima in the enclosed ***pre-paid reply mail*** envelope. We ask that the ***owner, partner, or manager*** of the retail outlet answer this questionnaire, as some of the questions relate to policy issues that may be more familiar to them.

Thank you in advance for taking the time to help us with this important survey. Please return your completed questionnaire to Optima by **February 5th, 1996**. If you have any questions about this tobacco retailer survey, please call Health Canada at 613-941-8489.

Sincerely,

Jerry King
Project Authority
Health Canada

Si vous désirez la version française de ce questionnaire, veuillez téléphoner Optima au 613-236-2998 ou envoyer à Optima une demande par télécopieur au 613-236-1918.

Le 3 janvier, 1996

Cher propriétaire/gérant de magasin de détail,
Chère propriétaire/gérante de magasin de détail,

Santé Canada a retenu les services des conseillers d'Optima, une société indépendante d'études de marché, pour envoyer un bref questionnaire à un groupe de détaillants de produits du tabac choisis au hasard à travers le Canada. Certains parmi vous se rappelleront peut-être avoir vu ce questionnaire il y a un an. Même si vous avez rempli le questionnaire à l'époque, nous apprécierions beaucoup votre participation de nouveau afin de faire un suivi des changements survenus depuis. Optima s'engage à traiter vos réponses de façon confidentielle. Votre participation à cette étude est tout à fait anonyme.

Nous reconnaissons qu'il y a différentes lois fédérales, provinciales et municipales sur le tabac qui pourraient engendrer de la confusion chez les détaillants de produits du tabac. La présente étude vise à établir le niveau de connaissance au sujet des obligations en vertu de ces lois parmi les détaillants de produits du tabac. Les résultats aideront les gouvernements fédéral et provinciaux à élaborer de meilleures politiques en matière de communications en vue d'aider les détaillants avec l'application des lois sur le tabac.

Nous vous serions très reconnaissants de remplir le questionnaire et de le retourner par courrier à la société Optima dans l'***enveloppe de retour pré-affranchie*** jointe. Nous demandons que ce soit le ***propriétaire, un associé ou le gérant*** de l'établissement de détail qui réponde au questionnaire parce que certaines questions ont trait à des aspects de la politique du magasin avec lesquels cette personne peut être plus familière.

Nous vous remercions à l'avance pour le temps que vous consacrerez à cette enquête importante. Veuillez retourner le questionnaire complété à la société Optima avant **le 5 février, 1996**. Si vous avez des questions au sujet de l'étude, veuillez communiquer avec Santé Canada à (613) 941-8489.

Veuillez agréer mes salutations distinguées.

Jerry King
Responsable du projet
Santé Canada

If you would like an English copy of this questionnaire, please call Optima (613) 236-2998 or fax Optima (613) 236-1918.

January 26, 1996

Dear Retail Owner/Manager

Recently, you received a brief questionnaire that was sent to a randomly selected group of tobacco retailers across Canada. However, our printing subcontractor has acknowledged that approximately 3% of questionnaires were misprinted; the questionnaire should have been two pages back to back with English or French on both sides. However, certain questionnaires contained one page in English and one page in French. If you recall receiving one of these misprinted questionnaires, we would greatly appreciate your cooperation in completing this new corrected version of the questionnaire. If you recall receiving a proper questionnaire and returning it to Optima Consultants in the ***pre-paid reply mail*** envelope, please disregard this questionnaire. We thank you for your cooperation.

We apologize for any inconvenience this misprinting error may have caused you and thank you in advance for taking the time to help us with this important survey. If you have any questions about this tobacco retailer survey, please call Health Canada at 613-941-8489 or Optima Consultants at 613-236-2998.

Sincerely,

Jeff O'Neill
Project Coordinator
Optima Consultants

TOBACCO RETAILER SURVEY

Please take a few moments to tell us of your awareness o***laws on the sale of tobacco to minors*** Once you have completed the questionnaire, please return it directly to Optima in the return (reply mail) envelope provided. No stamp is required. **PLEASE CIRCLE THE NUMBER WHICH BEST CORRESPONDS TO YOUR ANSWER.**

Q.1 Does your retail operation sell tobacco products?

Yes..... 1 No..... 2 **(IF NO, PLEASE ANSWER QUESTIONS 9 TO 14 ONLY)**

Q.2 Think of tobacco laws that are currently in effect. What is the minimum age for people to buy cigarettes or tobacco products in your province?

Minimum legal age for buying cigarettes/tobacco products is:_____ years of age

(WRITE AGE IN SPACE)

Q.3 In your province, are tobacco retailers ...?

	Yes	No	Don't Know
Required to post signs about the legal age limit?	1	2	9
Required to post signs about tobacco addiction or the health risks of smoking?	1	2	9
Required by law to ask for an ID, when in doubt?	1	2	9
Required by law to see a photo ID, when in doubt?	1	2	9

Q.4 To the best of your knowledge, does the penalty for tobacco retailers who do not comply with ws on the sale of cigarettes and tobacco to minors include...?

	Yes	No	Don't Know
Monetary fines?	1	2	9
Suspension of a retailers' right to sell tobacco products?	1	2	9

Q.5 Under the tobacco laws, how many signs are you required to post at each checkout, if any?

None ..... 0 One sign ..... 1 Two signs ..... 2 Three or more signs ..... 3 Don't know..... 9

Q.6a Has your retail outlet given employees (managers, assistant managers, clerks) any training or instructions about how to deal with bacco laws that apply in your province?

Yes..... 1 No..... 2 Don't know..... 9

Q.6b **IF YES IN QUESTION 6A:** What specific instructions or training has your retail outlet given to employees regarding tobacco laws? **PLEASE BE AS SPECIFIC AS POSSIBLE.**

_____

_____

Q.7 In your retail outlet, do you have signs regarding..? **CIRCLE ONE ANSWER FOR EACH.**

	Yes	No	Don't Know
Age limits	1	2	9
Health information/risks	1	2	9
Health risks and age limits combined	1	2	9
Age limits and ID combined	1	2	9

Q.8 Are tobacco retailers permitted to sell cigarettes through vending machines? **(CIRCLE ONE ONLY)**

Yes..... 1 No..... 2 Only in bars and taverns.... 3 Don't know..... 9

Q.9 Within the past 6 months, has your retail outlet been visited by a government **inspector or enforcement officer** (either from the federal, provincial or municipal governments) regarding tobacco laws?

Yes..... 1 No..... 2 Don't know..... 9

Q.10 Is your retail outlet independently owned or is it a chain outlet (4 or more stores under the same ownership)?

Independently owned..... 1 Chain outlet..... 2 Other: _____

Q.11 Which ***one*** of these broad categories **best** describes your ***main*** area of business?

supermarket/grocery store.....1 gas/service station..... 5
pharmacy/drug store..... 2 general merchandise/department store..... 6
magazine/tobacco shop.....3 convenience/variety store.....7
bar/restaurant..... 4 hotel/inn/lodging place..... 8
IF ANOTHER TYPE OF RETAIL OUTLET, SPECIFY: _____

Q.12 How many full-time and part-time employees currently work at your retail outlet?

Number of **full-time** employees: _____ Number of **part-time** employees: _____

Q.13 Which one of the following **best** describes your job position in the retail outlet?

Owner/Partner . . 1 Manager . . 2 Clerk/Cashier . . 3 Other: _____

Q.14 Please indicate the approximate **population size of the urban or rural community** where this retail outlet is located?

under 10,000... 1 10,000 to 99,999... 2 100,000 to 499,999... 3 500,000 or more... 4

Q.15 If you have any comments or need information to help you and your employees understand and implement the tobacco laws, please write your suggestions below. **BE AS SPECIFIC AS POSSIBLE.**

_____

_____

(Please use back of letter if you need more space)

FOR OFFICE USE ONLY

NF-1 PEI-2 NS-3 NB-4 PQ-5 ON-6 MB-7 SK-8 AB-9 BC-10 NT-11 Y-12 / Eng-1 Fr-2

ENQUÊTE AUPRÈS DES DÉTAILLANTS DE PRODUITS DU TABAC

Nous vous prions de prendre quelques instants pour nous renseigner sur la connaissance que vous avez ***des lois sur la vente du tabac aux mineurs***
Lorsque vous aurez rempli le questionnaire, veuillez le retourner directement à la société Optima, par courrier, dans l'enveloppe de retour jointe. Aucun timbre n'est requis. **VEUILLEZ ENCERCLER LE NUMÉRO QUI CORRESPOND LE MIEUX À VOTRE RÉPONSE.**

Q.1 Dans votre établissement de détail, y a-t-il des produits du tabac en vente?

Oui..... 1 Non..... 2 **(SI NON, VEUILLEZ RÉPONDRE SEULEMENT AUX QUESTIONS 9 à 14)**

Q.2 Lorsque vous pensez aux nouvelles lois sur le tabac qui sont entrées en vigueur, quel est l'âge minimum requis pour pouvoir acheter des cigarettes ou des produits du tabac dans votre province?

L'âge minimum légal requis pour acheter des cigarettes ou des produits du tabac est de : _____ a**(INDIQUEZ L'ÂGE DANS CET ESPACE).**

Q.3 Dans votre province, les détaillants de produits du tabac sont-ils ...?

	Oui	Non	Ne sait pas
tenus d'afficher l'âge minimum légal?	1	2	9
tenus d'afficher des messages au sujet de l'accoutumance au tabac ou des risques que présente le tabac pour la santé?	1	2	9
tenus par la loi de demander une pièce d'identité acceptable, en cas de doute	1	2	9
tenus par la loi de voir une pièce d'identité avec photo, en cas de doute	1	2	9

Q.4 Au meilleur de votre connaissance, la pénalité imposée aux détaillants qui ne se conforment pas aux lois sur la vente de cigarettes et autres produits du tabac aux mineurs, comprend-elle ...?

	Oui	Non	Ne sait pas
des amendes?	9	1	2
la suspension du permis du détaillant?	9	1	2

Q.5 En vertu des lois sur le tabac, combien d'affiches êtes-vous tenu de placer à chaque caisse, le cas échéant?

Aucune ... 0 Une affiche ... 1 Deux affiches ... 2 Trois affiches ou plus .... 3 Ne sais pas..... 9

QQ.6a Dans votre établissement de détail, a-t-on donné aux employés (gérants, assistants-gérants, commis) une formation ou des instructions sur la façon de traiter les lois sur le tabac qui s'appliquent dans votre province?

Oui..... 1 Non..... 2 Ne sait pas..... 9

Q.6b **SI L'ON A RÉPONDU OUI A LA QUESTION 6A:** Quelles directives ou quelle formation particulières votre établissement de détail a-t-il donné à ses employés au sujet des lois sur le tabac? **SOYEZ AUSSI PRÉCIS QUE POSSIBLE.**

_____

_____

Q.7 Dans votre établissement de détail, y a-t-il des affiches au sujet de...? **ENCERCLEZ UNE RÉPONSE DANS CHAQUE CAS.**

	Oui	Non	Ne sait pas
l'âge minimum	1	2	9

information sur la santé/risques pour la santé	1	2	9
les risques pour la santé et l'âge minimum combinés	1	2	9
limite d'âge et carte d'identité combinées	1	2	9

Q.8 Les détaillants du tabac, sont-ils autorisés à vendre des cigarettes dans des machines distributrices?

Oui..... 1 Non..... 2 Uniquement dans les bars/tavernes..... 3 Ne sais pas..... 9

Q.9 Au cours des six derniers mois, votre établissement de détail a-t-il reçu la visite d'un **inspecteur ou d'un agent chargé de l'application de la loi** de l'un ou l'autre des gouvernements fédéral, provincial ou municipal) au sujet des lois sur le tabac?

Oui..... 1 Non..... 2 Ne sais pas..... 9

Q.10 Votre établissement de détail appartient-il à un propriétaire indépendant ou fait-il partie d'une chaîne de magasins (dont quatre magasins ou plus appartiennent au même propriétaire)?

Indépendant ... 1 Chaîne ... 2 Autre : _____

Q.11 Laquelle parmi les grandes catégories suivantes décrit **le mieux** votre ***principal*** secteur d'activité?

supermarché/épicerie 1	poste d'essence/station-service 5
pharmacie 2	magasin à rayons/de marchandise générale ... 6
boutique de revues/de produits du tabac..... 3	dépanneur/magasin à prix modiques 7
bar/restaurant 4	hôtel/augerge/lieu d'hébergement 8

SI AUTRE GENRE D'ÉTABLISSEMENT DE DÉTAIL, PRÉCISER: _____

Q.12 Combien d'employés à temps plein et à temps partiel travaillent actuellement dans votre établissement de détail?

Employés à **temps plein** : _____ Employés à **temps partiel** : _____

Q.13 Lequel parmi les suivants décrit le mieux le poste que vous occupez dans cet établissement de détail?

Propriétaire/associé..... 1 Gérant..... 2 Commis/caissier..... 3 Autre : _____

Q.14 Veuillez indiquer la taille approximative de la population de la collectivité urbaine ou rurale où est situé cet établissement de détail.

Moins de 10,000... 1 10,000 à 99,999... 2 100,000 à 499,999... 3 500,000 et plus... 4

Q.15 Si vous avez des commentaires à faire ou s'il y a des renseignements dont vous ou vos employés auriez besoin pour mieux comprendre et appliquer les lois sur le tabac, veuillez écrire vos suggestions dans l'espace prévu. **SOYEZ AUSSI PRÉCIS QUE POSSIBLE**

_____

_____

(Veuillez utiliser l'endos de la lettre si l'espace prévu est insuffisant).

RÉSERVÉ À L'USAGE DU BUREAU

TN-1 PÉ-2 NÉ-3 NB-4 QC-5 ON-6 MB-7 SK-8 AB-9 CB-10 TNO-11 YUK-12 EN-1 FR-2

4.3 Coding Manual

Examples of Open-Ended Responses
Question 6b
Question 15b

TOBACCO RETAILER SURVEY

Please take a few moments to tell us of your awareness of ***laws on the sale of tobacco to minors*** Once you have completed the questionnaire, please return it directly to Optima in the return (reply mail) envelope provided. No stamp is required. **PLEASE CIRCLE THE NUMBER WHICH BEST CORRESPONDS TO YOUR ANSWER.**

Q.1 Does your retail operation sell tobacco products?

Yes..... 1 No..... 2 **(IF NO, PLEASE ANSWER QUESTIONS 9 TO 14 ONLY)**

Q.2 Think of tobacco laws that are currently in effect. What is the minimum age for people to buy cigarettes or tobacco products in your province?

Minimum legal age for buying cigarettes/tobacco products is:_____ years of age

(WRITE AGE IN SPACE)

Q.3 In your province, are tobacco retailers ...?	Yes	No	Don't Know
Required to post signs about the legal age limit?	1	2	9
Required to post signs about tobacco addiction or the health risks of smoking?	1	2	9
Required by law to ask for an ID, when in doubt?	1	2	9
Required by law to see a photo ID, when in doubt?	1	2	9

Q.4 To the best of your knowledge, does the penalty for tobacco retailers who do not comply with laws on the sale of cigarettes and tobacco to minors include...?

	Yes	No	Don't Know
Monetary fines?	1	2	9
Suspension of a retailers' right to sell tobacco products?	1	2	9

Q.5 Under the tobacco laws, how many signs are you required to post at each checkout, if any?

None ..... 0 One sign ..... 1 Two signs ..... 2 Three or more signs ..... 3 Don't know..... 9

Q.6a Has your retail outlet given employees (managers, assistant managers, clerks) any training or instructions about how to deal with tobacco laws that apply in your province?

Yes..... 1 No..... 2 Don't know..... 9

Q.6b **IF YES IN QUESTION 6A:** What specific instructions or training has your retail outlet given to employees regarding tobacco laws? **PLEASE BE AS SPECIFIC AS POSSIBLE.**

_____

_____

Q.7 In your retail outlet, do you have signs regarding..?**CIRCLE ONE ANSWER FOR EACH.**

	Yes	No	Don't Know
Age limits	1	2	9
Health information/risks	1	2	9
Health risks and age limits combined	1	2	9
Age limits and ID combined	1	2	9

Q.8 Are tobacco retailers permitted to sell cigarettes through vending machines?**(CIRCLE ONE ONLY)**

Yes..... 1 No..... 2 Only in bars and taverns.... 3 Don't know..... 9

Q.9 Within the past 6 months, has your retail outlet been visited by a government **inspector or enforcement officer** (either from the federal, provincial or municipal governments) regarding tobacco laws?

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bar/restaurant..... 4 hotel/inn/lodging place.....8

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Q.12 How many full-time and part-time employees currently work at your retail outlet?

Number of **full-time** employees: _____ Number of **part-time** employees: _____

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Owner/Partner . . 1 Manager . . 2 Clerk/Cashier . . 3 Other: _____

Q.14 Please indicate the approximate **population size of the urban or rural community** where this retail outlet is located?

under 10,000... 1 10,000 to 99,999... 2 100,000 to 499,999... 3 500,000 or more... 4

Q.15 If you have any comments or need information to help you and your employees understand and implement the tobacco laws, please write your suggestions below. **BE AS SPECIFIC AS POSSIBLE.**

_____

_____

(Please use back of letter if you need more space)

FOR OFFICE USE ONLY

NF-1 PEI-2 NS-3 NB-4 PQ-5 ON-6 MB-7 SK-8 AB-9 BC-10 NT-11 Y-12 / Eng-1 Fr-2

CODING MANUAL
Tobacco Retailer Survey (#1565)

Q. 6b What specific instructions or training has your retail outlet given to employees regarding tobacco laws?

1 = Age / age limits / no sales to minors / (minimum) age requirements
2 = When in doubt about age, ask for ID / proper ID / no ID, no sale / photo ID
3 = Show signs / post signs
4 = Personal instruction / staff meeting / verbal instruction
5 = Libel to fines / penalties / lose job / consequences
6 = Video / training video
7 = Distributed or read copy of law / new law / written policies /information from government
8 = Be friendly / firm / polite when asking for ID
9 = Do not accept notes / sell to minors buying for parents
10 = No smoking in store
96 = Other
97 = No Second Response
98 = No Third Response
99 = No Answer

Q. 15b If you have any comments or need information to help you and your employees understand and implement the tobacco laws, please write your suggestions below.

1 = General information on rules and regulations / send information / send updates
2 = Request signs / stickers
3 = Information on fines and penalties
4 = Specific requests on questions regarding the law(s)
5 = Kids smoke anyway - law won't help
6 = Law unfair to retailers
7 = Price of cigarettes / taxes
8 = Tobacco in pharmacies
9 = General positive comments
10 = General negative comments
11 = Inspections / Inspectors
12 = Laws should be more severe / more constant across Canada
96 = Other
97 = No Second Response
98 = No Third Response
99 = No Answer

Question 6b

What specific instructions or training has your retail outlet given to employees regarding tobacco laws?

01: Age / age limits / no sales to minors / (minimum) age requirements

0505 Given instruction on age.

1148 Age requirement, require ID.

1411 Pas de vente aux mineurs.

2000 Ne pas vendre du tabac à des mineurs.

2108 Illegal to sell tobacco products to under 18's.

3957 Informed employees of legal age.

02: When in doubt about age, ask for ID / proper ID / no ID, no sale / photo ID

0371 If a person doesn't look of age to ask for ID. If they have no ID, no smokes.

0908 Two pieces of ID must be provided.

1025 If in doubt, ID is required. If customer does not have ID, we cannot sell them any cigarettes!

1244 When in doubt ask for picture ID if still in doubt refuse to s ell.

1301 No ID, "sorry, no cigarettes", (not worth the risk to sell to minors).

1408 Vérification de l'age requis lorsqu'il y a un doute.

1675 Demander une carte d'identification sinon de refuser carrément de leur vendre des cigarettes.

2173 If clerks are unsure age of the customer they should ask for ID (picture Preferably).

03: Show signs / post signs

0379 Signs are to be posted regarding the prohibition of cigarette sales to minors.

0715 Sign at cash (at all time).

1449 Affichage de trois cartes demandant l'obligation d'avoir 18 ans.

1775 Read health risks sign.

4021 To have the health hazard posted.

04: Personal instruction / staff meeting / verbal instruction

0259 Verbally told of roles and regulations regarding age limits.

0692 Staff meeting, held training for all cashiers.

1008 Manager has spoken to all cashiers and informed them of the laws.

1352 Nous avons donné tous les instructions nécessaire à chaque employé concernant les lois sur le tabac. C'est bien contrôlé.

1458 Memos et rencontres avec les responsable et les employés concernant la loi sur le tabac.

2523 One on one meeting with each employee.

4212 Talked with each staff about store policy, provincial and federal laws and ways to comply.

05: Libel to fines / penalties / lose job / consequences

0386 Consequences in the event they sell to minors.

0398 If they disobey this rule they are fired and they pay the fines!

0703 Memo to stations explaining the fines.

1106 Penalties for non-compliance.

1227 It could mean your job if you sell to under 19.

1459 La machine, placé face à la caisse. La personne, qui travail voit qui va acheté des cigarettes et il réagit en conséquences.

4452 Told them of the possible monetary fines and our expectation that as our employee they will obey the laws.

06: Video / video training

0381 Training video on "selling tobacco to minors".

0711 All new employees are required to watch a video on the restriction of selling tobacco to minors.

1204 Training video and staff meeting.

1280 Video regarding regulations.

07: Distributed or read copy of law / new law / written policies / information from government or government officials

0685 Training packages through local Health and Welfare - Public Health Inspector.

1026 Information supplied by province (booklets) given to employees.

1157 Give new employees the Tobacco Control Act.

1304 I've been training with the booklet and bulletins that governments send to me.

1428 Je leur ai fait lire des directives et restrictions de la nouvelle loi et j'ai vérifié si ça a été bien compris.

1480 Transmettre a chaque préposé aux caisses toute documentations en provenance au ministère ou de notre chaîne (Provico).

1755 All bulletins from Health and Welfare Canada read and discussed at weekly meetings.

2309 They have read government info pertaining to tobacco sales.

4550 Read info put out by British Colombia ministry of health.

08: Be friendly / firm / polite when asking for ID / how to handle situation

0201 Be polite and explain why we have to do so.

0304 How to handle aggressive customers.

0680 How to deal with intimidation - anger - rudeness, just be nice and apologetic

0817 Suggested ways to handle difficult customers.

1103 Be polite but firm, keep your cool, stick to the law.

09: Do not accept notes / sell to minors buying for parents or adults

0276 Never sell to a minor even if for a parent in the car outside!

0709 If a parent phones or sends a note with a child (less that 19) saying to give the child tobacco products the clerk is to refuse the sale.

1198 Notes requesting to buy tobacco products will not be accepted.

3789 No selling to minors even if they have a letter from parents.

10: No smoking in store

0765 No smoking in office / reception area.

1094 No smoking in stores.

1166 Specified non-smoking areas in business.

96: Other

0277 Storage of tobacco (not accessible to public (self serve)).

0507 Do not sell more than daily limit.

1097 If in doubt put decision on manager.

1202 Employee mystery shopper tests for implementation.

1620 Machine à cigarette bloquée par télé-commande.

2161 Le tabac est une drogue qui peut détruire une vie.

2305 All employees are well aware of tobacco laws.

2322 Bad for health.

Question 15b

If you have any comments ir need information to help you and your employees understand and implement the tobacco laws, please write your suggestions below.

01: General information on rules and regulations / send information / send updates

0136 More information bulletins / updates.

0399 Literature sent out on a regular basis keeping us up to date.

0462 I would like an updated version of all tobacco laws.

0606 Please forward the latest regulations on cigarettes sales.

0657 Please update the stores annually as a law changes.

0871 More information about rolling papers (here it's eighteen, but not many people know that).

1370 Recevoir de l'information par écrit contenant l'essentiel, mais facile à lire.

1485 Avoir de l'information plus souvent (au deux ou trois mois).

02: Request signs / stickers

0477 More frequent issue of signs and notices to replace disclosed and damaged signage.

0660 New signs should be provided on an annual basis.

0699 Develop some impressive health warning signs to be posted at least 18"X24" size to be posted insides the bars / clubs etc.

0848 Would like more signs about age limits and ID combined.

0930 If we had health risk signs we would post them.

1083 Please give us a number to call to get new signs. Thanks.

1132 Please send larger and clearer signage in regards to health concerns and age and ID's please and thank you.

1195 The NS Government has proposed a bunch of laws about signs etc, but have not provided them yet.

1447 Envoyer les affiches (sur l'âge minimum, information sur la santé.

1448 Renouveler les affiches. Quelque fois défraîchie, pas propre.

03: Information on fines and penalties

0335 More information regarding penalties and suspension of retailers rights to sell.

1024 A newsletter directed at employees describing possible fines and reasons not to sell to minors. This would reinforce the policy even when the manager is not in the store.

1117 Penalties for older customers buying tobacco products for underage customers should be increased.

04: Specific requests on questions regarding the law(s)

0009 We are a little puzzled whether we are to post health information risks. Did we miss something?

0799 If there is such a law, I want a full explanation, on what to do and what not to d o.

1731 Est-ce que l'on peut vendre des cigarettes a des mineurs si on a le consentement des parents?

3764 I would like to know why or how we would be reponsible for selling to an adult who then sells to a minor?

3930 Could you please send me short answers to the following, will pharmacies be legislated not to be able to sell tobacco products on P.E.I. if yes, when?

05: Kids smoke anyway - law won't help

0299 Kids get adult or parent to buy it for them anyway!

0615 Whether the age is 25 or 10 if kids want to smoke they will find a way getting cigarettes.

1457 L'âge requis ne devrait pas être de 16 ans de toute façon les jeunes en font acheter par ceux qui ont 18 ans et réussies quand même à avoir des cigarettes ça ne fait que "rempirer" le problème.

3967 Teenagers are resourceful, there is a black market in most schools selling cigarettes, older kids and parents buy cigarettes for under 19, kids beg, borrow and steal cigarettes.

06: Law unfair to retailers

0554 As an owner I don't think the sto re should be penalised if an employee doesn't respect or makes a mistake and sell to minors especially after being instructed not too!

0762 How come you always blame small business people? We or I don't have enough resources.

0959 It is unfair to put the onus on the retailer. If the government were serious and really concerned about the risks of death caused by tobacco they would ban it.

1209 You would be able to help teenagers quit smoking by prosecuting them, instead of inflicting burden and fines on retailers.

1263 Owner should not ask for ID, it is not his job. This job belongs to the police not the owners.

2217 My concern is that as a very reputable retailer, I could unfairly be accused and penalised of selling tobacco products to an underage person simply through poor judgement or human error on behalf of one of my staff!

2267 The cigarettes and tobacco laws are discriminatory to legitimate business operations.

4247 We want to be exempt to have to apply the law. We are not police or judge we are a retailing outlet.

07: Price of cigarettes / taxes

0026 Raise tobacco taxes.

0337 Tobacco tax should be the same across the country. Lower tax encourages smoking.

2143 Raise the price - enforce the laws!!!

08: Tobacco in pharmacies

0006 Regulate the sale out of pharmacy and food stores - i.e. ban the sale.

1101 The sale of tobacco products should be banned in drug store and service stations.

1438 Commences donc par arrêté les pharmacies dans vendre a prix très pas.

1524 Pourquoi les pharmacies sont-elles autorisés a vendre du tabac? Ils nous ont tous enlever les médicaments au dépanneur, alors!

2292 Les pharmaciens n'ont aucunement rapport avec la vente du tabac. Pour eux ce produit est un Lost leader qui atterrant les gens pour autre chose, parce qu'ils vendent moins cher que la plus part des magasins. Ce sont les pharmaciens qui facilite le plus la consommation, très contradictoire avec les vocation de professionnel de la santé.

09: General positive comments

0203 All information is very clear. The in-store signage makes it much easier to implement laws, as this leaves no room for customers to argue the law

0256 We support the law and the effort to dissuade young people.

0995 I think I am well informed.

1292 Current procedures working well.

10: General negative comments

0040 Please don't waste any more tax dollars on informing the retailers about selling to minors make a law which makes it illegal for minors to purchase, or be in possession.

0138 I feel these laws are wrong if a person is working and wants to smoke that person is only harming him or herself why should it have anything to do with the government.

0854 Another government waste of tax dollars we don't have and my time.

1033 Government involves too much about the tobacco, they should take care of the country's economy.

1922 I think the current levels of taxation and restrictions on sales of tobacco products are as silly as the Federal Government Gun Control laws.

11: Inspections / Inspectors

0331 If government sends somebody to buy cigarettes as a checker, they should send somebody that is old enough to purchase cigarettes or tobacco.

0577 Inspectors should advise at time of infraction or inspection of what our error or lack of compliance is so we can absolutely understand the law.

1484 Visite sur rendez-vous d'un agent chargé de l'application de la loi.

1713 Avoir des inspecteurs chargés d'interdire de fumer dans les lieux publics.

3705 Our inspection consisted of a young lady (girl) reque sted cigarettes our clerk requested ID and was refused - I think these spot checks are an excellent idea.

12: laws should be more severe / more constant across Canada

0191 Tobacco products should only be sold in age controlled retail outlets. The same as liquor, there is far too many minors still getting access to tobacco products.

0793 Make a complete ban on selling cigarettes so we don't have to deal with the issue at all.

0841 All tobacco products should be taken off the market.

1191 Sell cigarettes only through vending machines in night clubs and lounges.

1256 Why is it illegal to sell to someone under 18, but they are permitted to smoke in public?

1262 You must have a law put in place where we can charge adults bootlegging cigarettes to kids in parking lots.

1295 Since it is illegal for minors to smoke fines should be imposed otherwise all this pussyfooting will fail.

2213 Ban the sale of tobacco products completely.

96: Other

0187 Is there adequate education or information posted wi thin schools to inform young people of these laws.

0434 If people choose to smoke they should knowingly pay a surcharge for health care like life insurance.

0697 Smoking is deadly, let them pay for their health insurance.

0739 Emphasize education in the home rather than relying on paid government employees to enforce lifestyle / social / ethical choices. We should be responsible enough to look after our own families.

0855 I would like to change the law. Minimum legal age for buying cigarettes from 19 to 18 years of age, and I would like to display tobacco company ads in my store.

0925 Make people more aware about the danger of smoking through publicity and doctors especially.

1340 La loi devrait être 16 ans.. et cessez de vendre des cigarettes aux indiens sans taxe.

1432 N'oubliez pas que c'est important de respecter le non-fumeur mais s'est aussi important de respecter le fumeur, nous sommes dans un pays libre, moi je n'ai jamais fumer.

4104 Most people already know the dangers of smoking.

4252 It would be nice if the retailer could make a little more profit on tobacco products. Choosing to carry the product makes you more of a target for robbery.